Kine WEEKLY

KINE'S SHOWMAN SHIELD AWARD

Page 45

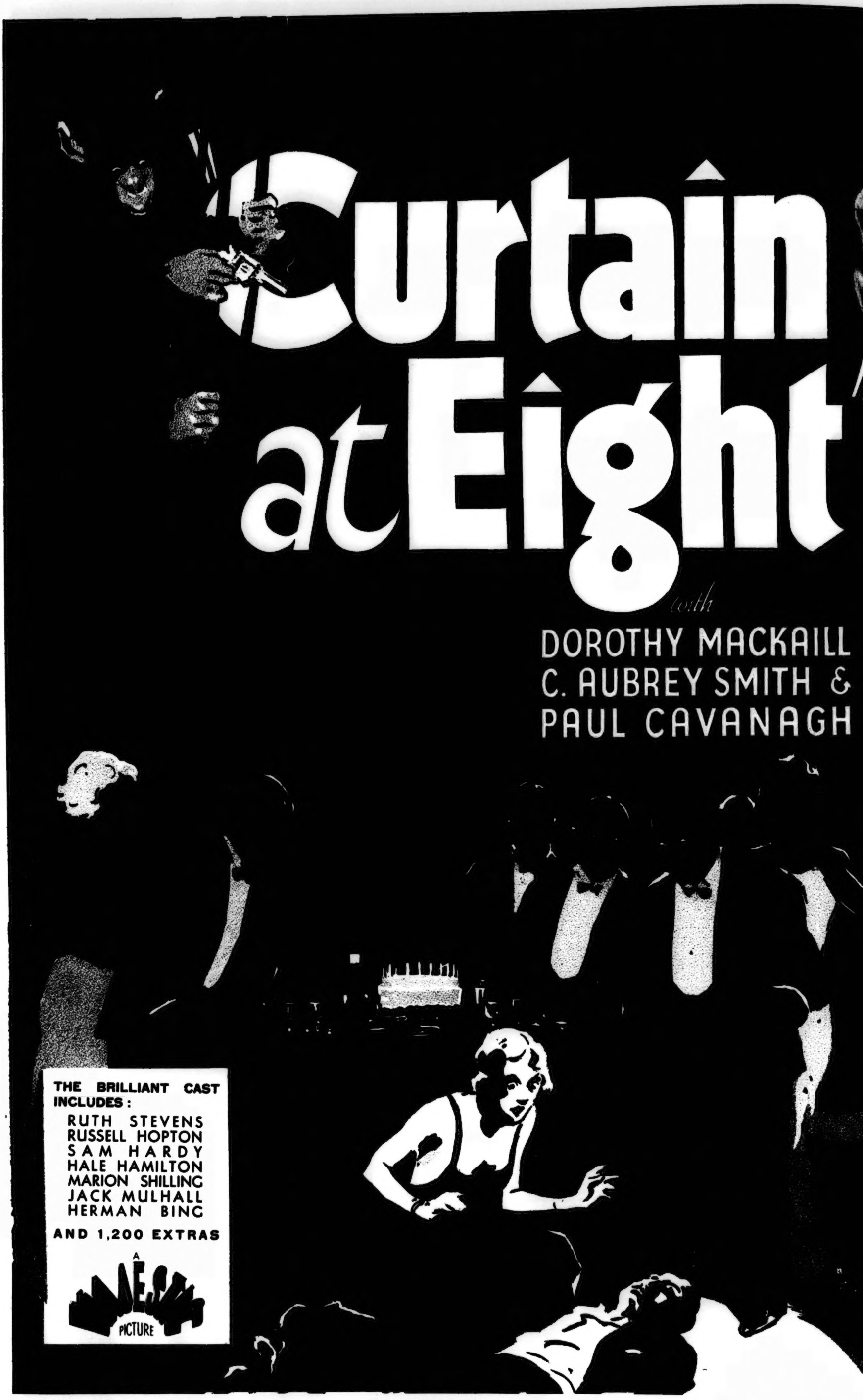
The Banquet of the Stars!

★ Marie DRESSLER
★ John BARRYMORE
★ Wallace BEERY
★ Jean HARLOW
★ Lionel BARRYMORE
★ Lee TRACY
★ Edmund LOWE
★ Billie BURKE
★ MADGE EVANS
★ JEAN HERSHOLT
★ KAREN MORLEY
★ PHILLIPS HOLMES
★ MAY ROBSON

...you will have the opportunity of enjoying the greatest menu of entertainment ever provided!

METRO-GOLDWYN-MAYER

The Major Company!


Curtain at Eight
with
DOROTHY MACKAILL
C. AUBREY SMITH &
PAUL CAVANAGH
THE BRILLIANT CAST INCLUDES:
RUTH STEVENS
RUSSELL HOPTON
SAM HARDY
HALE HAMILTON
MARION SHILLING
JACK MULHALL
HERMAN BING
AND 1,200 EXTRAS
A
PICTURE
The Screen's Most Baffling Mystery of the Sea

N.R.A. in Motion Pictures
page 5

Kinematograph WEEKLY

No. 1377 Thursday, September 7, 1933 Vol. 199

Many New Kinema Openings
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SUSSEX EXHIBITORS' NEW FIGHT

Will Stop Advertising Until Rates are Reduced

W.E. CHARGES: BRANCH PROTEST

STRONG attacks against increased advertising charges by local newspapers and Western Electric service charges were made at the Sussex C.E.A. meeting on Tuesday.

Circuit houses and small exhibitors in Brighton are making a united stand against increased advertising charges made by a local newspaper. The C.E.A. has the support also of the Entertainment Managers' Association, and a general boycott of the newspaper has been declared.

As a result the newspaper's first issue at the new rate of charges contained only three entertainment advertisements, and two of those were sent in error, while the managers were away on holiday.

The matter was discussed at the Sussex C.E.A. meeting on Tuesday, and the following resolution was unanimously passed.

(1) That the members support the action of the Brighton exhibitors.

(2) That the members will continue to withhold future advertisements until the newspaper concerned is prepared to submit a revised scale of charges, when a further special meeting of the branch will be held.

Rentals Campaign

Further support has now been obtained for the Sussex Rentals Campaign, which was held up owing to uncertainty as to the position that smaller circuits would be likely to take up.

These circuits have now, with one exception, written stating that they have signed an undertaking not to pay more than 40 per cent.

HAROLD B. MILLAR, vice-chairman, was nominated by the branch to be co-opted to the C.E.A. General Purposes Committee dealing with film rentals.

Service Charges

Regarding the C.E.A. protest against Western Electric service charges, RANDOLPH E. RICHARDS, ex-president of the national body, said that much indignation had been expressed all over the country that these charges had not yet been reduced.

"I believe," he said, "that unless there is a very substantial reduction this next week, many of our members will be withholding their payments."

He referred to the large profit in the present charges; whereas Mr. Otterson had stated that the company was to be content with a profit of 10 per cent., Mr. Richards stated, "We have gone so far as to guarantee Western Electric 15 per cent., and take the service over for our members, feeling certain that we can do it as well as Western Electric and with equal satisfaction."

RANDOLPH RICHARDS

C.E.A.'s NEW VICE-PRESIDENT

WHO IS TO SUCCEED THE LATE JOHN HARRISON?

SPECULATION is busy regarding the choice of a successor to the late John Harrison as Vice-President of the C.E.A.

The General Council meets on Wednesday next, when, according to its constitution, a vice-president will be selected to take office for the remaining months of the association's year, which expires in March next.

As is already known, Coun. J. Pollard has been nominated by his own branch (Notts and Derby) and by the Sheffield branch, but according to rules such nomination is unnecessary, and the General Council is not bound to act upon the nomination.

The *Kine.* understands that there is a body of C.E.A. opinion which would favour the appointment of a member with past experience of the presidency to occupy the vice-presidency temporarily, and in this connection. the name of Randolph Richards has been mentioned as one who might be appointed as an interim vice-president.

Such a course would necessitate the election of a president and vice-president at the annual meeting next year.

UNIVERSAL'S CANADIAN DEAL

James R. Grainger, general sales manager of Universal Pictures, New York, announces the completion of a deal whereby Universal product will play in the 171 theatres of the Famous Players' Canadian Circuit stretching from the Atlantic to the Pacific.

The staff of the Scala Theatre, Stourbridge, enjoyed an outing last Sunday to New Brighton. H. J. Brett, the manager, and Mrs. Brett accompanied the party.

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Kodak beat M-G-M in the final of the "Kine" Cricket Cup Competitions	page 17
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FUTURE OF THE E.M.B. FILM LIBRARY

A JOB FOR THE NEW INSTITUTE?

WHAT is to happen to the Empire Marketing Board's film library when the Board disbands on September 30?

This question is being asked by schools and educational bodies who have been and are arranging film lessons as part of their winter programme, and have been relying upon the E.M.B. films.

The library consists of more than 700 films which show how people of every nation within the Empire live and work. They are lent free to education authorities.

Various suggestions have been made regarding the responsibility for the issue and care of these films, among them that the Board of Education should be responsible.

One thing which must not happen is the tying up of these films by official red tape. This is likely to happen if a Government Department is allowed to handle the issue of these films.

Why should not the British Film Institute be the responsible body? Here is a useful function which it could discharge admirably. Its members are *au fait* with the care and despatch of films, and one of the reasons for the formation of the Institute was the issue of cultural and educational films.

It is responsible to the Board of Trade, and is yet elastic enough in its methods to handle the problems attaching to the issue of such films.

Why not the Film Institute, then?

CHILDREN AS KINEMA PATRONS

DUNDEE C.E.A. TO MEET COMMITTEE

At its meeting on Tuesday, Dundee C.E.A., the first of the branches to begin discussions after the holidays, completed the arrangements for appearing before the Police Committee to discuss the proposals made by the Juvenile Organisations Committee regarding attendance at kinemas.

Renting interests are to be represented at the meeting with the committee, the advantage of this course of action being that representation is increased and spokesmen doubled.

It is hoped that the delegation may be able to persuade the Committee to adopt a favourable course, such as will, while safeguarding the interests of children, allow a reasonable freedom to exhibitors with child patrons.

Another important activity of the Branch is connected with electric current supply. As a result of C.E.A. representations, the Electricity Department has reduced the charge for outside lighting of kinemas after 5.30 p.m. by twopence per unit. It was pointed out by the Branch representatives that such lighting served a good purpose in improving the appearance of the city after dark.

NEW OUTER LONDON KINEMA

PLAZA, WEST WICKHAM, OPENED

On Monday afternoon, the Plaza, West Wickham, was formerly opened by Waldron Smithers, M.P. for the district, in the presence of a number of prominent local ladies and gentlemen. The speaker was supported on the stage by Molly Lamont and Jimmy Godden, and members of the directorate of the proprietory company.

The initial programme included the film "Our Betters" and Beam's Breezy Babes and Ernest Hargreaves represented the variety side. An orchestra, under the direction of M. Chassit—the musical arrangements being under the control of A. Fried—contributed special numbers.

The new house was erected to the plans of J. Stanley Beard and Clare, FF.R.I.B.A., and is controlled by a company who are associated with the Queen's, Bayswater; New Palace, Kensal Rise, and the Royalty, Ladbroke Grove.

Miss P. Stafford is the resident general manageress.

AN "ACADEMY" CHAIN

Eric Hakim, who has so successfully pioneered the movement of "unusual" films in London at the Academy and Cinema House Theatres, Oxford Street, is now extending his activities to the provinces.

On and from September 18, the Academy Cinema, Boar Lane, Leeds, will open as the first provincial kinema in Great Britain to provide the public with a form of entertainment that has hitherto been confined solely to London.

The opening programme will feature, for the first time out of London, "Dreaming Lips."

The presentation of "unusual" films will be extended throughout the key centres of Great Britain.

B.K.S: Strong Winter Programme

S. ROWSON'S REVIEW OF THE TRADE OF TO-DAY AND TO-MORROW

MEMBERS of the British Kinematograph Society have no occasion to complain of the quality and variety of the lectures to be given during the coming winter at Film House.

Infra-red photography, studio technique, colour films, and cartoons are among the subjects, each one of which is handled by an expert.

The session opens with a Presidential address by Simon Rowson on "The Film Trade of Yesterday, To-day and To-morrow." This will take place on Monday, September 25, 1933.

On October 9, Olaf Bloch will read a paper on "Infra-red Photography and its Possible Application to Kinematography."

As announced last week, Sir William Bragg, the distinguished scientist, will be the guest at the Annual Dinner on Wednesday, October 25.

Comparisons between German and English studio practice will be made on November 6 by Robert Stevenson, in his paper "A Year in German Studios."

An old friend of the Industry in the person of Col. A. C. Bromhead will deliver an address on December 11, entitled "Reminiscences of the British Film Trade."

The annual meeting is fixed for January 8, and this will be followed by Geoffrey Barkas and S. R. Bonnett, whose subject is "Filming Mount Everest."

A colour film demonstration on February 5 will be introduced by C. F. Elwell.

The methods employed in making a cartoon film will be described on March 5 by R. Kemp, and A. Vetchinsky will describe Studio Set Architecture by means of illustrations and models on April 2.

The closing meeting will take the form of a symposium on English-made films, in which sound photography, lighting and settings will be reviewed.

In addition, visits have been arranged to the National Physical Laboratory at Teddington, B.T.-H. at Rugby, a studio where Visatone is installed, and the Gramophone Co., Middlesex.

MUNICIPAL CONCERTS
Sheffield Exhibitor's Protest

How great was the justification for Sheffield exhibitors' antagonism to municipal concerts is revealed in a set of figures made public in the *Sheffield Independent.*

Last week's *Kine.* outlined the general situation, and the feeling of injustice that exhibitors as entertainment caterers should suffer opposition of this kind and be obliged also to bear their share in losses entailed upon the concerts.

The figures published show that there has been a diminishing attendance at these concerts, the progressive decline being 1,043, 917, 845 and 556. The financial loss is shown as £199, this sum not including any payment for rent of the hall in which the concerts were held. Were this included, a further £200 would have to be added to the loss.

BASIL DEAN BACK IN LONDON

DISCOVERS REAL TYROLESE ACTORS FOR FILM

BASIL DEAN, bronzed and jocular, stepped from the boat-train at Victoria on Monday full of enthusiasm for the Austrian Tyrol as a location.

He has just directed some 20,000 ft. of outdoor scenes for "The Constant Nymph," with Brian Aherne and Victoria Hopper as leads, and has already begun interiors at Shepherd's Bush. Also he has made Tyrolean scenes for "Autumn Crocus," with Ivor Novello and Fay Compton.

"I have found a wonderful band of peasant actors in the Stubaithal Valley—real Tyroleans, whose yodels and songs I have duly recorded as part of my sound backgrounds," said Mr. Dean. "They run their little theatre in the mountains, and some of them will appear in both films.

"English people are very popular in Austria now, and I found the mountaineers willing to do anything, even felling pines and making roads, for the picture. Soldiers

BASIL DEAN

around Innsoruck always challenged and searched our cars, however. My film was sent home by air day by day.

"In November I start a new Gracie Fields' film, which is a Nell Gwynn story modernised."

Fritz Schultz, of "Waltz Time," has joined the cast of "The Constant Nymph," which also has Athole Stewart, Leonora Corbett, Tony de Lungo, Mary Clare and Jim Gerald.

KINEMATOGRAPH WEEKLY

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THE MODERN SHOWMAN

WHEN the *Kinematograph Weekly* made the offer, just over a year ago, of a silver shield to the kinema manager who had achieved the most consistent standard of exploitation, the cynical remark was made that only one man would be satisfied with the final verdict—the winner.

We knew better. We claim credit for having a more understanding grasp of the showman mentality. We realise that canons of competition and sportsmanship can, and do, exist side by side.

So, although the task of adjudication was a heavy one, and although the relative positions of what we found to be the leading exponents of the art of selling the picture to the public was extremely close, we made our difficult decision with little fear that it would lead to jealousy.

For one of the most pleasing of our experiences in the rather onerous duty of chronicling and criticising the work of kinema publicists has been the fine spirit of co-operation and appreciation shown by the men.

Almost regularly we receive a communication from a manager who applauds the enterprise of a colleague, and there are many cases on record of offers to take over, at a price, equipment that has been prepared by a first-run man which is capable of being usefully employed elsewhere later on.

In short, we have proved that our kinema managers are brother-showmen, and, keenly as any one of them will fight his immediate opposition, they all know that the best work of any individual is a contribution to the general good of the business.

One of the features upon which the competition has been built up is consistency in enterprise; another is our policy of encouraging the intelligent and original use of the most modest as well as the more costly resources.

Above all, we have aimed at raising the general standard of showmanship, and no member of the Trade will doubt our success. If he needs proof he can see our exploitation pages week by week; they are a monument to the brains and energy of a fine body of men.

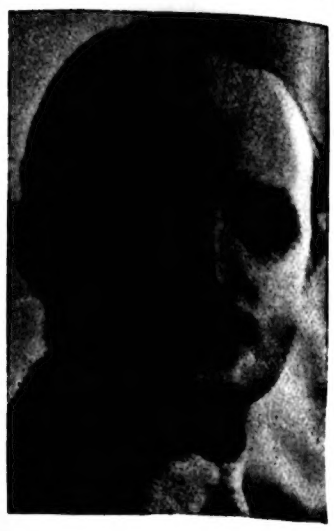
Kinema owners and shareholders can see in those columns how zealously their interests are being cared for by their local managers, and if we are allowed to regret anything in the current year's contest it would be the impossibility of awarding a great series of prizes. The *Kine*. "Company of Showmen" has handsomely justified its foundation.

A QUAINT MORALITY

WHAT a vicious trade ours is! One gets tired of reading of magistrates forbidding juvenile offenders to sully their morals at the pictures. Our attention has now been drawn to a paragraph in a religious organ, in which the conversion of two men is recorded; the first, it is stated, had not previously been sober on a Saturday night for 13 years—the other (whose case is apparently considered as bad) had conquered the habits of smoking and picture-going.

It is a pity that the pious persons who give publicity to such utterances do not realise the extent to which the kinema, more than any other single force, has been responsible for the decline in drunkenness. The persistence of such pharisaical views adds force to the often-repeated suggestions for a publicity council for our trade, to cope with such statements.

The Strain of the Stage Ruins Film Stars



says

L'Estrange Fawcett

Author of "Writing for the Films," "Films: Facts and Forecasts," etc.

AN interesting discussion between Basil Dean and Charles B. Cochran recently appeared in one of the Sunday papers over the advisability of actors and actresses alternating stage and screen engagements.

Mr. Dean is going to produce plays at the Cambridge Theatre, and thinks his players will get excellent practice by appearing also in his pictures at Ealing.

Mr. Cochran replies that the art and technique of stage and screen are poles apart and the fault with our pictures in the past has been that the producers did not know it. For him, generally (and in particular in his new capacity as associate-producer for Fox Films), a play will always be a play and a film a film, and each should be played in its own way.

WELL, there you have the two expert points of view. To my mind, the generalisations are too wide in both cases. It is certain that English girls have got so far to go before they make any real impression on the world's screens, that they can scarcely afford to dabble in their work and float off airily to the stage whenever they feel the urge.

But with men, isolation seems not so important. True, the most successful screen men cut definitely adrift from the stage when they went on the screen—Chaplin, Colman, Arliss, March, and so on. But that is largely because Hollywood is several thousand miles from New York.

On the other hand, take a case like Herbert Marshall. His work is not harmed because he appears in London in a play and then dashes off to Los Angeles for a film, though this may be due to the fact that he is a highly intelligent person, who adapts himself readily to the different technique.

IF the case for the men is not proven, the case for women certainly is. I do not mean that Marie Dressler could not play stage and screen at the same time. She is a mature woman with enormous acting experience. But the young actress, inexperienced and impressionable, has to make a hit at an age when the average girl has not completed her education, or show herself a failure. Her face is the barometer of her success. A shock, caused by an unsympathetic director, or a careless cameraman, will literally produce lines or wrinkles in her face that will affect her entire future.

A girl at that age cannot be expected to divide her attention between two jobs. One is quite enough, for even a screen-actress's leisure time must be spent in a manner which assists her career. Just as a famous fiddler or 'cellist is never permitted to lift or carry more than a pound or two's weight for fear of damaging the sensitivity of his hands, so must the young screen star's appearance and technique be safeguarded against distracting and injurious influences.

MUCH depends on the individuality of each player and his or her physique. A girl, for example, who is inclined to put weight on easily, should never be allowed to relax the inevitably more rigorous discipline demanded by the camera. I was told by a well-known actress that the sustained physical effort required for a play lasting three almost unbroken hours demands the taking of a much larger quantity of fat-making food than the effort required for a film-take, which rarely lasted more than a couple of minutes without relaxation.

You can hardly get good film work from a girl who, after appearing several weeks in a play and putting on weight is suddenly ordered to slim off three or four pounds by Tuesday.

The success of the American girl on the screen is due largely to Hollywood's system of "grooming," which is isolationist in policy and intensive in application. You can study the effect in the least important sequences of a Loretta Young or Sylvia Sidney picture. There is at once calm repose, complete confidence and full knowledge of what she is doing. There is neither flawless beauty nor the stylised expressiveness of a mere mask, moulded by the director.

But there is a significant aloofness from every other interest. The clothes are properly worn, the hairdressing is well conceived and executed, the deportment is easy and natural, the sense of character is competent. In a word, you believe in the girl and in her rôle, even though the story may be ludicrous, and she is, in fact, a success.

But you can only achieve that finish by highly concentrated and long continued training.

GRETA NISSEN

EXTREMES of type meet in Greta Nissen and Raquel Torres, due in England yesterday (Wednesday) to take parts in "The Red Wagon," Lady Eleanor Smith's circus story, which is to be made at the B.I.P. studios at Elstree.

EDWARD KNOBLOCK has assisted Lady Eleanor in the adaptation of the story, and Greta Nissen will be seen in a tiger-taming act, among other activities. Charles Bickford is the circus proprietor, and Raquel Torres is the wife; but, despite the gipsy charms of the latter, it is Greta to whom he eventually succumbs.

FRIENDS of Doris Pearson will be glad to hear of her appointment as sales manager of Zenifilms. Miss Pearson has a valuable record of useful work in the Industry with Vitagraph and Warner's. She brings to her new post enthusiasm and sound experience, as well as administrative and commercial ability.

SHE is at the moment handling the French film, "Into the Blue," and has ahead a number of attractive Continental picturse of considerable merit, as well as some novel shorts.

WALLACE BEERY, now on his first London trip, is exactly the cheery, genial, unaffected personality I expected; affectation being obviously foreign to his nature. He is frankly out for a European holiday, and the first thing he bought in London was fishing tackle.

THE warmth of his reception at Southampton, Waterloo (where Sam Eckman met him) and on his Metropolitan excursions has obviously delighted him.

LONG SHOTS

Blonde and Brunette — Cheery Beery Nathanson's Visit

Mervyn McPherson tells me his reluctance to personal appearance is quite real, and that he had to be convinced of the advisability of turning up at the "Dinner at Eight" show.

A PLEASING trait of Wally's is his frank admiration for other stars. When he returns to M-G-M his line-up is on two new subjects—one based on the Mexican bandit Villa, and the other the much-postponed "Soviet."

N. L. NATHANSON'S trip to this country—he is due on September 15, I believe—is regarded in Canada as a kind of mystery trip, and various rumours credit him with important conversations which may have interesting results in the Dominion.

HE has big plans for further theatre acquisitions in promising locations in Canada, and it is freely stated that stage turns and musical presentations will be seen in his theatres, as well as films.

THE fact that a number of British features and shorts were screened for the benefit of the 100 officials and managers of Famous Players Canadian Corporation, at its Eastern Managers' Convention, was taken as indicative of the new attention that will be paid to British product in the bookings of the Canadian chain during the next 12 months.

FRANKIE STANMORE asks my help to make known the facilities open to members of the Industry at the Film Club, 4, Denman Street, Piccadilly, which opened on Monday. It is the hope of Wally Patch and his Committee to make this club a real live centre for all with film interests.

BRADFORD folks like to think of their city as the Bruddersford of J. B. Priestley's "Good Companions." They can adduce as one of the reasons that Mrs. Priestley, J. B.'s mother, lives there.

WHEN the film of the novel and play was shown at the New Victoria, Bradford, Mrs. Priestley felt that she could not miss seeing it, despite the fact that she was a patient in a nursing home, recovering from a minor operation. A nurse accompanied her in the taxicab, and sat with her through the show.

MENTION of the New Victoria reminds me that its manager, G. W. Ridler, is an ardent fisherman, who on occasion is off by 5 o'clock in the morning in order to get in some fishing in the Yorkshire dales before he starts his day's work. He says that at that time in the morning the air is like wine. His friends take his word for it.

TOC H., that strangely named organisation of social activity which is so widely appealing to youth, is to hold a film and variety "evening matinee" on November 22, at the Regal, Marble Arch, when one of the new B.I.P. pictures will be screened. The Prince of Wales, Patron of Toc H., has promised to attend.

MY correspondent, Ed. G. Kendrew, is informed by the Paris office of Fox that the second effort of the new Fox-Europa (Erich Pommer productions) will be "On a Volé un homme" ("A Man Has Been Stolen") by René Pujol, and will star Henry Garat, with Max Ophuls directing. This will be followed by a film version of "Music in the Air." As notified by Winfield Sheehan, Fox is also releasing in France "Matricule 33," an espionage story adapted by Paul Schiller from the play by Madis and R. Boucard, and produced by Charles Anton.

THE Fox show case, Theatre Edouard VII, now closed, is to resume operations this month, but the Aubert Palace, on the Grand Boulevards, facing the Marivaux, is closed for alterations. It will be reopened by Alliance Cinematographique Europeenne, handling UFA output. The new director of the Alhambra, to reopen in a month, will be M. Marx, formerly of Berlin, who will present operetta instead of pictures next season.

ONE of the best-liked men in the film publicity world is John Myers, who controls publicity for London Film productions. He is to be married on October 5 to Miss Nina Margaret Batchelor, and all friends will wish them a happy married life.

THE STROLLER.

HOT FROM U.S.

(By Special Kine. New York Cable)

UNDER THE WORKING of the N.R.A. code, a considerable increase in the number of employees in the motion picture business is recorded.

DURING THE PAST three weeks it is estimated that approximately 30,000 previously unemployed have been absorbed.

GRETA NISSEN and Weldon Heyburn sail for Europe on the "Bremen."

J. E. OTTERSON RETURNS TO AMERICA

WIDE RANGE CONVERSION WILL PROBABLY BE OPTIONAL

J. E. OTTERSON, the Western Electric director and E.R.P.I. president, returned to New York last week, sailing on the *Olympic*. Mr. Otterson arrived during the middle of July and has taken the opportunity of thoroughly examining conditions in Europe generally.

In a farewell talk with a *Kine.* representative, Mr. Otterson expressed the opinion that since his last visit Trade conditions in Europe showed signs of improvement generally, and said that he could see nothing ahead but a steady expansion of business everywhere. The conditions in America before he left for England gave, he added, every indication of a rapid and sure return to normal.

Asked as to whether he had anything further to add in regard to Wide Range sound, the new Western Electric development which has been promised for the autumn, Mr. Otterson stated that everything possible was being done and manufacturing arrangements were being pushed ahead in this country to make the new technique available within the scheduled time.

Quality pictures shown under quality conditions is Mr. Otterson's antidote for "Box Office Blues," and the many refinements which have been brought by Western Electric to the theatre seem to have proved the wisdom of that dictum.

Wide Range does not, emphasised Mr. Otterson, entail any radical scrapping of, but rather refinements to, existing systems to make them capable of handling the new quality recording which will soon be available. Although no further details of sales policy are divulged, the *Kine.* believes that conversion of theatres for Wide Range may be left optional to exhibitors.

Mr. Otterson was accompanied by his wife and daughter on this visit.

J. E. Otterson, with Mrs. Otterson, and their daughter, about to join the "Olympic," for their return trip. Mr. and Mrs. R. M. Hatfield are seeing them off

SUNDAY OPENING

COUNCILS STILL CONFERRING

The Hornsey Sunday Opening Campaign is now in full swing, and a canvass is being made of the area under the capable direction of Victor Moss, working from offices, at 12, The Pavement, Crouch End, N.

The town's meeting takes place to-night, Thursday, September 7, at 7.30 p.m., and publicity is being given at each of the kinemas concerned to rouse public interest in the issue.

A petition is being formed for presentation in the unlikely event of the meeting going against the advocates, and should a poll be necessary the Trade is asked to bear in mind the importance of giving their full support.

Sheffield and Sunday Shows

Arising out of the Blackpool Sunday opening controversy, the possibilities of Sunday opening at Sheffield are being canvassed by the Sheffield newspapers. It is pointed out that at Sheffield, like Blackpool, the City Council has delegated entire control of kinemas to the Watch Committee, and it is hinted that the Watch Committee may not be altogether averse to Sunday opening.

Sunday Opening if it Rains

In the event of rain spoiling or preventing the concerts to be given in aid of charity in a local park, Heywood magistrates have sanctioned the opening of the Palace Kinema, from 3 p.m. and from 7 to 10 p.m. on September 10.

Weston's Rules

The Weston-super-Mare Urban Council have adopted the music and dancing section of the Public Health Act, and from now on all cafés, hotels and other places will have to obtain licences from the Council. In granting these the magistrates have stated that they only apply to week-days, and that there was a general prohibition against Sunday performances, and special permission will have to be obtained for any entertainments it is desired to give on the Sabbath.

TROXY OPENING

ON MONDAY NIGHT

Monday next, September 11, is the date arranged for the opening of London's latest luxury theatre—the Troxy, Commercial Road. It has been built by the Hyams Brothers and introduces novel features never before included in a kinema theatre.

Designed by George Coles, F.R.I.B.A., the theatre is one of the finest in Europe. The air-washing and boiler plant alone has cost over £15,000, whilst the safety curtain is the biggest in any kinema in this country.

A Man of the People

A representative of the residents of Stepney is being chosen this week to act as hostess or host at the opening ceremony, and the first performance will be attended by the Mayor of Stepney.

The first programme will include "King Kong," the late Edgar Wallace's famous thrill story, and "The Mind Reader." An elaborate colour-lighting and musical programme has also been arranged.

During the past week rehearsals of the programme and drilling of the staff of 300 in their respective duties have been undertaken, whole tests of air-conditioning plant, sound reception and distribution, lighting control, picture projection, and organ rehearsals have occupied the experts. The results have been found highly pleasing.

OPENED THIS WEEK

New Harrow and Hackney Halls

LATEST DEUTSCH HOUSE

THE Odeon, South Harrow, made its bow on Monday evening, when the opening performance was made a gala night, and the proceeds devoted to the Harrow and Wealdstone Hospital.

This gesture by the proprietors was greatly appreciated by the residents, and was acknowledged by T. Charles, Esq., chairman of the Harrow Urban District Council, in his inaugural speech. He congratulated everyone concerned in the erection of this tastefully appointed kinema, and wished the venture success. This sentiment was echoed by Miss Joyce Kirby and Mr. Parry Jones, who made a personal appearance on the Odeon stage.

Designed by A. Percival Starkey, this latest addition to Oscar Deutsch's growing chain of kinemas occupies a prominent position in the main road, and seats approximately 1,000 patrons. A long arcade exterior in terra cotta has been planned on modern lines, and the entrance leads to a pleasing oval foyer.

The auditorium has been decorated with silver flowers on a warmly tinted ground and with carpeting and seating in tones of red presents an atmosphere of cheerful cosiness. The ceiling has been finished in a light tone and a large laylight provides adequate illumination. The massive proscenium opening is finished with tabs in old gold, bright enrichments and a triple colour system in the recessed sides and top of the arch is effectively used.

H. Grafton Hutchison, until recently proprietor and manager of the Savoy, Wimbledon, will manage the house. The opening programme consisted of "Waltz Time," Silly Symphony and Laurel and Hardy comedies and Movietone News.

CIVIC OPENING

FOR MONTY COHEN THEATRE

With a fanfare of trumpets, the Empress, Mare Street, Hackney, opened on Monday evening after several months' closure. The Mayor of Hackney officially declared the house open, and had many kind words to say on the enterprise of Montague Cohen in providing so tastefully an appointed kinema for the district.

There now stands on the site of the original Empress, built in 1912, a modern super, and George Coles, F.R.I.B.A., has embodied all that is best in kinema construction and provided patrons with comfort usually associated with West End houses. The seating capacity has been increased to 2,000 by the construction of a large circle, and throughout the house the latest type of tub seating has been installed. The electrical lay-out was left in the capable hands of Basil Davis, A.M.I.E.E., and his plans have provided brilliant illumination to harmonise with the pleasing interior decorative scheme.

A fully equipped stage has also been installed.

The opening programme consisted of "Our Betters" and "So This is Africa," Paramount News and comedies, all of which reproduced perfectly on the RCA photophone equipment. Percy Milton, at the console of the Compton, provided a musical interlude.

B.I.P.'s BIGGEST BALL

ALBERT HALL ENGAGED

Among the Trade's social events the B.I.P. Annual Ball must be accounted the most popular and successful.

The past three years has seen the venue changed to make room for the ever-increasing number of guests who attend

Last year a move was made from the Opera House, Covent Garden, to the Wharncliffe Rooms, with their 3,000 capacity. This year another move has had to be made, and the Albert Hall, which will accommodate 5,000, has been engaged. The date chosen is November 22.

Dance music will be rendered by leading bands, with Billy Cotton supervising, and dancing will continue from 8 p.m. to 3 a.m.

Founder members, including the King and Queen and the Prince of Wales have graciously consented to place their private boxes at the disposal of parties attending the ball. A cabaret will be an added attraction, and a fully licensed buffet will be available.

NAZIS ANNOYED WITH CHAPLIN

MOUSTACHE OFFENDS HITLERITES

CHARLES CHAPLIN has incurred the wrath of the fervent Hitler-worshippers, one of whom has spread his indignation over two columns of the *Film Kurier* of Saturday last. In an impish moment, Chaplin declared that he would not appear again on the screen with his little moustache, but would shave it off, lest he should be mistaken for Hitler. (Those who remember the Hitler moustache will relish the flavour of the jest.)

Thereupon, the *Film Kurier* fills its "English Section" with a wild tirade against Chaplin, criticising him on all sorts of grounds. "And now he has the 'colossal impudence,'" says the *Film Kurier*, "of announcing a silent manifestation against Hitler, who fought on the German front as a common soldier," by parting with his moustache, in order, in Chaplin's own words, "to avoid disagreeable mistakes."

There is much more abuse in the *Film Kurier*. Chaplin has insulted the King of England by refusing an invitation to a "King's party," because it did not bear His Majesty's signature.

And the tirade finishes in a manner which reveals that Herr Hitler's apologist, whatever his loyalty to "Der Führer," is sadly lacking in a sense of humour. "The creator and leader of new Germany, the war veteran and staunch friend of the new German film stands much too high to even hear the barking of a dog from London's ghetto."

The article is headed, "A Dog Barking at the Moon." And the man in the moon is Hitler, with the little moustache which Chaplin is going to deny himself. Hitler's apologist has made the comparison forgetful, probably, that even in Germany the worship of the moon (Mondsucht) is the equivalent of our word "lunacy."

PROSPERITY PUSH IN THE STATES

FORMULATING THE NEW MOTION PICTURE CODE

THE endeavour to restore prosperity to the United States by increasing the amount of labour employed in various industries has led to the necessity for each trade to formulate a code which shall govern the whole Industry during the period of recuperation.

The prime essential of national recovery is held to be greater employment, and the economic argument is that with more people earning money, more dollars will be spent, which will eventually find their way back into the hands of the manufacturers who made the first expenditure upon labour costs.

Film Trade Employment

In common with other industries, that of film manufacture has had to formulate its own code. Those at present employed will receive the same wages but will work fewer hours, the discrepancy in hours being made up by more hands being employed. Minimum wages, maximum working hours and other conditions are part of the code.

Difficulties come, however, when the various sections which make up the Industry set themselves to safeguard their interests as well as help in national recovery. There is suspicion lest, in the new circumstances, one part of the Industry will bear more than its share and another escape with less.

Unable to agree, the code has been remitted to Washington, where the public hearing of the case of the conflicting interests will take place on September 12.

Exhibitors' Grievances

Exhibitors are feeling that the formation of the new code gives them opportunity to get rid of injustices from which they have suffered for some time—problems which seem to be inherent in the working of the Industry there.

The Double-Feature Question

It is difficult for the average Britisher to understand how the banning of double feature programmes, which it is reported has been carried by the vote of 60 per cent. of the theatres, will help employment and so aid prosperity. Single-feature programmes mean a smaller demand for pictures (it is said to the extent of 250 per annum), and thus less studio employment. The clause, however, is looked upon as agreed.

Other agreed clauses deal with protection and arbitration, which have been passed to each "zone" for handling.

Deadlock

Deadlock, it is stated, has occurred in open market buying, which would allow greater freedom to the exhibitor in securing his programmes; in the proposal to limit the distributor extracting pictures from the "sold" programme and treating them as specials at a higher renting figure; rigidity in play-date fixing; cancellations; and block booking.

Substitutions of star or story material in a sold list is sought to be voided, and the selling of a picture to non-theatrical enterprises is among the proposals to be banned. Other restrictions are upon advertising and the forced booking of shorts with features.

On the distributors' side, sellers of pictures demand the right to choose their own customers, to refuse business with booking combines, to eliminate unauthorised showings and "bicycling."

September 12 is set down as the date upon which decision of knotty problems will come up for discussion.

How Film Stories are Born

By John Sterndale Bennett and Eric Dunstan

Telephone: Bur-r-r-r.

E. D.: Hullo, John; what't the news?

J. S. B.: Same old story. Our story is not suitable. As a matter of fact, the agents are all of a doo-dah—all they seem to be interested in is a new story for Gracie Fields.

E. D.: Well, that's that. We must try someone else with it. Good-bye. If you get a brainwave give me a tinkle.

Telephone: Bur-r-r-r.

E. D.: Hullo, John, you again? Don't tell me you have got another new idea.

J. S. B.: Yes, I have.

E. D.: What is it?

J. S. B.: I had to walk home across the Horse Guards Parade, and I was thinking about Whitehall, the Palace, Charles the Second, and all that, and I suddenly had an idea. Nell Gwynn—Gracie Fields. What about it?

E. D.: Marvellous. By jove, she would, but I rather doubt whether anyone would look at a costume story just yet. . . . I know; let's modernise her and show girls that there are still romantic adventures to be had on Nell Gwynn lines. When shall we meet and draft it out? To-night? Dine with me?

J. S. B.: O.K. by me.

And that's how it all happened.

(Now turn to page 12.—Ed.)

Madeleine Carroll, with Victor Saville and Bertram Burleigh, enjoying a Birmingham welcome on the occasion of the Trade show of I WAS A SPY (Gaumont-British). *See page 17*

Ann Harding and William Powell, co-stars in the Radio picture DOUBLE HARNESS, which is being shown at the Prince Edward Theatre on Wednesday evening next

LONDON TRADE SHOWS

New Offerings to be Screened between Thurs., Sept. 7 and Wed., Sept. 13

Thursday

This Is the Life (*British Lion*)

Prince Edward Theatre. 8.45 p.m.

The British Lion Corporation, in presenting "This Is the Life" to the Trade this evening at the Prince Edward Theatre at 8.45, are handing a real laughter-maker to exhibitors, for, in addition to an amusing original story by Clifford Grey, which Albert de Courville has directed, the production stars that well-known mirth provoker, Gordon Harker, with Binnie Hale as his "opposite number."

Miss Hale, though a newcomer to the screen, is stageland's leading comedienne, and her humorous portrayal of the rôle of Mrs. Tuttle is said to give her plenty of opportunity for fun-making. Betty Astell, Ray Milland, Charles Heslop, Jack Barty, Ben Weldon, and Percy Parsons are prominent among those supporting the stars.

Tuesday

Going Gay (*Sterling*)

Prince Edward Theatre. 8.45 p.m.

"Going Gay," the first picture to be completed by the Windsor-Sterling unit, is to be Trade shown on Tuesday evening. This musical comedy romance, the story of which was specially written for the screen, introduces a new team of comedians in Arthur Riscoe and Naughton Wayne, and the feminine interest is provided by Magda Schneider, the beautiful Continental star, who makes her first appearance in a British picture. Carmine Gallone, whose work in "The City of Song" was so highly praised, has directed "Going Gay" and the musical direction of the picture is by W. L. Trytel. A number of original lyrics by Mayerowitsch are included, and also excerpts from the operas "La Belle Helene" and "Daughter of the Regiment."

Cross Fire (*Radio*)

Cambridge Theatre. 11 a.m.

In "Cross Fire" Tom Keene has the rôle of a war hero who returns to his Western home to find it infested with gangsters who have banished his four best friends by planting a fake murder charge. The manner in which he vindicates his colleagues, uncovers the real killer and wipes out the bandits, depicts Keene in his most dashing mood.

Betty Furness and Edgar Kennedy are in support of the star, and Otto Brower directed.

Enemies of Society (*Radio*)

Cambridge Theatre. 3 p.m.

"Enemies of Society," the first George E. Stone starring vehicle, was directed by George Archainbaud from the story by G. Bartlett, and is expected to be one of the outstanding hits of the season.

It discloses the tactics employed by share gamblers and crooked Wall Street brokers who have a variety of methods in stealing the money of the rich and poor, whilst being amply protected by the law, and the picture will undoubtedly prove a sensation when shown.

George E. Stone in the rôle of a barber who rises from obscurity to become a powerful share pusher and slips back just as rapidly to obscurity, gives the most powerful performance of his brilliant career. Fay Wray and Phillips Holmes as the heiress and her fiance who finally cause his downfall, provide the romantic interest.

Lilian Bond, Minna Gombell, Reginald Mason, Sam Hardy and Lucien Littlefield play in support of the star.

Wednesday

The Flying Circus (*Radio*)

Prince Edward Theatre. 3 p.m.

"The Flying Circus," which is scheduled for Trade showing by Radio on Wednesday at the Prince Edward Theatre, boasts an all-star cast headed by Bruce Cabot, Arline Judge, Eric Linden, Ralph Bellamy, Cliff Edwards, and June Brewster.

The gripping story of a young air pilot of a travelling flying circus who falls in love with the wife of his chief, and the air thrills, spectacular crashes and heroic brotherly sacrifice, which culminates from this romance, are vividly portrayed in this colourful saga of intrepid aviators.

Eric Linden and Arline Judge are the young lovers and Bruce Cabot the heroic flyer who sacrifices his life for his brother. The humour is in the capable hands of Cliff Edwards and June Brewster. "The Flying Circus" was directed by Russell Birdwell.

Gordon Harker plays the lead in THIS IS THE LIFE which British Lion is Trade showing this Thursday evening

Double Harness (*Radio*)

Prince Edward Theatre. 8.45 p.m.

Ann Harding and William Powell are co-starred in "Double Harness," an adaptation of the successful London stage play of the same name.

It tells an intriguing story of a designing young woman and the young man whom she ensnares and finally leads to the altar, and Powell's playing of a debonair Lothario, who is enthusiastic about love, but distinctly shy of marriage, proves a delightful foil for Miss Harding, and will enhance his already powerful reputation.

In addition to the stars, "Double Harness" boasts an exceptionally strong supporting cast, including as it does Lilian Bond, George Meeker, Henry Stephenson, and Reginald Owen. John Cromwell directed.

"Great interest to thousands"—*Era*.

WILLIAM FRESHMAN In

LUCKY BLAZE

ACE FILMS LTD. GERRARD 5745

HARRY GREEN IN ROGERS' PICTURE

Harry Green, the well-known comedian, has been signed on by Fox for a rôle in "There's Always To-morrow" in which Will Rogers, Zasu Pitts and Florence Desmond are to appear.

Frank Borzage is scheduled to direct.

As a prelude to "Cavalcade" at the Southport Palladium this week, the local branch of the British Legion band played selections of the tunes which have been popular during the last thirty years of English life, on the stage.

U.A.'s BIG EXPLOITATION CAMPAIGN

S. Goldwyn's £25,000 Scheme

NEW EXHIBITORS' SERVICE

FURTHER development of United Artists' exploitation activities is announced by Murray Silverstone, managing director, who has just planned an ambitious new scheme to render still further service to exhibitors in their desire to attract the picturegoer.

Mr. Silverstone has created a new exhibitors' service department, whose activities will be operated by Clive McManus, and which will be entirely in addition to the great publicity campaign to be carried out by Robb Lawson, United Artists' director of exploitation.

Mr. Silverstone has arranged for the scheme to be inaugurated immediately. As an initial step in the United Artists' exhibitors' service plan, Samuel Goldwyn has laid aside the sum of £25,000 to be devoted to the most comprehensive scheme of publicity and advertising ever undertaken by any firm of distributors.

This ambitious publicity campaign is intended to render an auxiliary service to all exhibitors presenting the two Samuel Goldwyn productions, Ronald Colman in "Cynara," and Eddie Cantor in "The Kid from Spain." The scheme will cover the period prior to, and during, the release of these two pictures.

Newspaper Displays

A nation-wide daily newspaper Press display (which includes two whole advertisement pages in the national dailies, and will also be used in most of the leading provincial dailies throughout the country) will commence almost immediately.

Forty-eight Sheets

Throughout the leading cities of the United Kingdom an extensive campaign is being planned on the hoardings, where prominent positions have been secured for the exhibition of two of the most attractive of posters advertising the Ronald Colman and Eddie Cantor releases.

Sky Writing and Wireless

Arrangements have also been made that "Cynara" and "The Kid from Spain" will be projected on the clouds at night in various key positions, by an entirely new process of sky writing, thus introducing to London and the provinces this novel form of advertising.

Wireless announcements concerning these two pictures will be continued for a fortnight's run on the Radio-Normandie wireless service. It is intended that this £25,000 campaign will be the most thorough scheme yet carried out in exhibitor service campaigns.

SAMUEL GOLDWYN

ANOTHER THREE FOR FOX

STUDIOS BUSY

Three additional pictures have gone into production at Fox Movietone City. They are Will James' "Smoky," with Victor Jory and Irene Bentley; "He Knew His Women," with Warner Baxter, Heather Angel and Mimi Jordan, and Kathleen Norris' "Walls of Gold," with Sally Eilers and Norman Foster.

At work already are "My Weakness," with Lilian Harvey, Lew Ayres and Sid Silvers; "Charlie Chan's Greatest Case," with Warner Oland and Heather Angel, and "The Last Trail," with George O'Brien and Claire Trevor.

Clara Bow's Next

Starting dates have been announced for further 1933-34 releases. Work begins on Rachel Crothers' "As Husbands Go" on August 28, on which date work will also start on the Clara Bow special, "Hoopla," with Herbert Mundin and Roger Imhof. On September 4 production will begin on "The Mad Game," with Preston Foster, Claire Trevor and Ralph Morgan. September 8 has been scheduled as the starting date of "There's Always To-morrow," the Frank Borzage production, with Will Rogers, Zasu Pitts and Florence Desmond.

Pictures completed include "The Power and the Glory," "Berkeley Square," "Doctor Bull," "Three Against Death," and "The Worst Woman in Paris?"

Preparing

In active preparation are "I Came from Hell," "Marie Galante," "Frontier Marshall," "Jimmy and Sally," "Woman and the Law," "Grand Canary," and "Marionettes."

Upon Winfield Sheehan's return to America in October work is scheduled to start on the following: "Fox Movietone Follies," "The World Moves On," "The House of Connelly," and "David Harum."

RADIO AT MANCHESTER

On September 11, Mr. Buhicrosan, well known to Manchester exhibitors, joins Radio Pictures as Manchester representative in place of Mr. Covel, who has left. Mr. Buhicrosan started in the Trade with Sun Exclusives in Birmingham under the late Sol Levy. He then became Manchester manager for F.B.O., leaving after six years to become representative for Universal.

Now, six and a half years later, he joins Radio Pictures in the same capacity, bringing with him over twelve years' experience on this territory.

Radio's Musical Extravaganza

"FLYING DOWN TO RIO" A GREAT CAST

AFTER an unprecedented session of star gazing, signings and unsignings of various film brilliants, Radio Pictures has finally emerged with a completed cast of principals for Lou Brock's musical extravaganza, "Flying Down to Rio."

This air-going story is now before the cameras (flying cameras), with Dolores Del Rio, Gene Raymond, Fred Astaire, Raul Roulien, and Ginger Rogers heading the cast. Dolores Del Rio as a Rio belle will keep Raymond and Roulien in hot water for her heart and hand, while Astaire and the irrepressible Ginger will supply the comedy relief.

Thornton Freeland will direct, Brock will supervise, and the music, of the torrid languorous Latin-American order, will be supplied by Vincent Youmans, of "Tea for Two" fame.

"Behold We Live"

The Radio studio has been Henry Stephenson's professional home for five or six consecutive pictures. Hardly has he completed one part before he is cast in another.

He has been signed for an important character rôle in support of Irene Dunne in "Behold We Live," the picturisation of John Van Druten's 1932 London stage hit, which is now in production.

Meantime, the popular character actor is completing his rôle of Mr. Laurence in "Little Women," at the same studio.

Elliott Nugent will direct "Behold We Live," as this first assignment under a recent three-picture directorial contract with Radio.

Three players have just joined the cast of "Beautiful," Ann Harding's new Radio picture, now in production. They are Bramwell Fletcher, Tola Nesmith and Howard Hickman. They join a supporting cast of popular favourites, including Robert Young, Sari Maritza and Nils Asther. Al Santell is directing.

The entire cast of "Patrol," forthcoming Radio picture, will leave for Yuma, Arizona, on location in about a week, to film desert scenes.

Those making the trek will include Richard Dix, Boris Karloff, Victor McLaglen, Billy Bevan, Alan Hale, Wallace Ford, Braden Hunt, Paul Hansen and Douglas Walton.

The locale of the picture, adapted from the novel by Philip MacDonald, is the Arabian desert. John Ford is directing.

"Ann Vickers" Cast Complete

With the signing of Reginald Barlowe for a brief but important character rôle, the cast of Radio Pictures' "Ann Vickers" has been completed. The cast, to which Barlowe is the final addition, is an exceptionally long one, headed by Irene Dunne, who stars in the title rôle, Walter Huston, Conrad Nagel, Bruce Cabot, Edna May Oliver and Sam Hardy. John Cromwell is directing the film, which is based upon the best selling novel by Sinclair Lewis.

FILM LIBRARY FOR LEEDS

The Lord Mayor of Leeds (Ald. R. H. Blackburn) accepted on behalf of the city a copy of the British Movietone News record of the recent visit to Leeds of the King and Queen. M. Lawrence, Yorkshire branch manager of Fox Films, handed over the film to the safe keeping of the City Librarian (R. L. Gordon) for inclusion in the city archives.

The Lord Mayor expressed the view that all films kept in the archives which have a bearing on the history of the city should be shown publicly at least once a year.

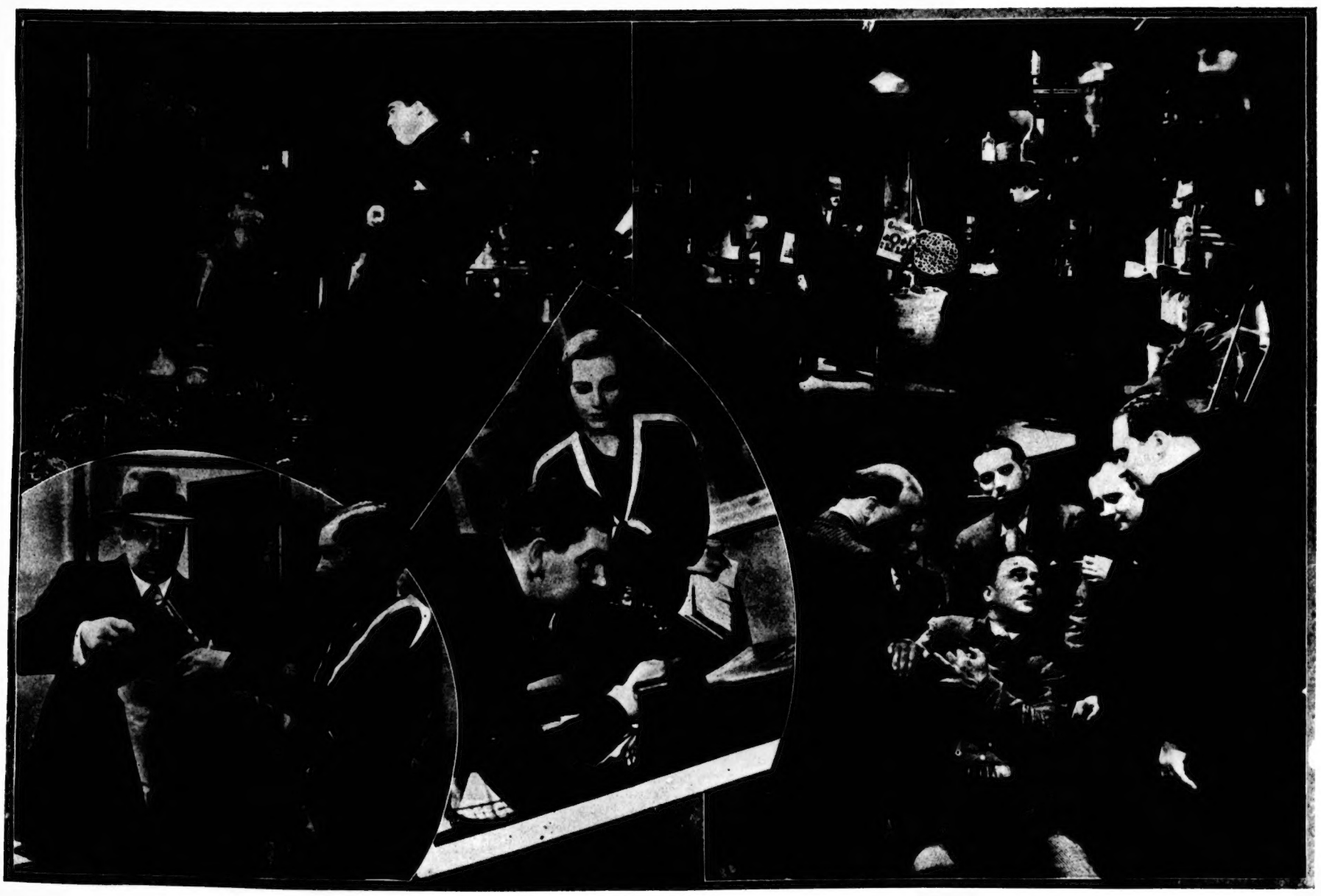
"Gabriel Over the White House" at the Picture House, Douglas, this week, was given a big boost on Monday afternoon when a special performance was given for the benefit of members of the Manx legislature and public officials of the island.

The Olympic, Gorton, is catering for more extensive variety, and two additional dressing-rooms have been fitted up.

"GOING GAY"

Arthur Riscoe, Naunton Wayne and Magda Schneider are playing leads in GOING GAY, which is being made by Windsor Films for distribution by Sterling

"THE FIRE RAISERS"



Leslie Banks, Carol Goodner and Anne Grey have the leading parts in THE FIRE RAISERS, directed by Michael Powell for Gaumont-British. The picture will go into the Capitol programme on September 17 and will be Trade shown on Monday, September 18

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THE KINEMATOGRA

FILM

SEP 1933

TRADE SHOW OFF

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine" Review.	Release Date.
Another Language	M-G-M	75 min.	A	6,800 ft.	Helen Hayes, Robert Montgomery, Louise Closser Hale	Very good popular booking. May not be fully appreciated by children	Aug. 31, 1933.	Not Fixed
Avenger, The	Pathe	75 min.	A	6,800 ft.	Ralph Forbes, Adrienne Ames, Arthur Vinton	Good average two-feature programme booking. Unsuitable for children	Aug. 24, 1933.	Not Fixed
Baby Face	Warner	67 min.	A	6,143 ft.	Barbara Stanwyck, George Brent	Fair average booking for the masses. Unsuitable for children	Aug. 17, 1933.	Dec. 4, 1933
Best of Enemies	Fox	70 min.	A	6,528 ft.	Buddy Rogers, Marion Nixon, Joseph Cawthorn	Safe two-feature booking for the majority	Aug. 3, 1933.	Not Fixed
Captured	Warner	72 min.	A	6,416 ft.	Leslie Howard, Douglas Fairbanks, jun., Margaret Lindsay	Very good general booking with box-office angles in the stars. Juvenile appeal nil	Aug. 24, 1933.	Jan. 8, 1934
Contraband	Beacon	58 min.	A	6,225 ft	Dorothy Sebastian, Don Alvarado	Moderate melodrama for the masses	Aug. 3, 1933.	Not Fixed
Damaged Lives	D. Diamond	80 min.	—	7,000 ft.	Diane Sinclair, Lyman Williams, Jason Robards	Good subject for specialised treatment and presentation. Not for children	Aug. 24, 1933.	Not Fixed
Dance Hall Hostess	Gaumont-Ideal	75 min.	A	6,744 ft.	Helen Chandler, Jason Robards, Edward J. Nugent	Fair average booking for the masses. Juvenile appeal negligible	Aug. 24, 1933.	Dec. 18, 1933
Devil's in Love, The	Fox	70 min.	A	6,413 ft.	Victor Jory, Loretta Young	Average two-feature booking. Fair juvenile appeal	Aug. 24, 1933.	Not Fixed
Don't Bet on Love	Universal	61 min.	U	5,561 ft.	Lew Ayres, Ginger Rogers, Tom Dugan	Good average booking. Harmless for children	Aug. 10, 1933.	Not Fixed
Disgraced	Paramount	68 min.	A	5,700 ft.	Helen Twelvetrees, Bruce Cabot, William Harrigan	Good average two-feature booking. Unsuitable for children	Aug. 3, 1933.	Dec. 25, 1933
Early to Bed	W. & F.	80 min.	U	7,471 ft.	Heather Angel, Fernand Graavey, Edmund Gwenn	Good average programme booking, particularly for good-class halls. Harmless for children	Aug. 3, 1933.	Nov. 27, 1933
Fiddlin' Buckaroo	Universal	57 min.	U	5,157 ft.	Ken Maynard, Gloria Shea	Safe Western supporting offering. Good juvenile attraction	Aug. 17, 1933.	Not Fixed
Flaming Signal, The	Famous Films	60 min.	A	5,200 ft.	John Horsley, Marceline Day, "Flash," the dog	Fair average support for the masses. Hardly suitable for children	Aug. 3, 1933.	Not Fixed
Gambling Ship	Paramount	68 min.	A	6,277 ft.	Cary Grant, Benita Hume, Jack La Rue	Good average programme booking. Unsuitable for children	Aug. 3, 1933.	Jan. 29, 1934
Girl from Maxims, The	U.A.	80 min.	A	7,200 ft.	Leslie Henson, George Grossmith, Frances Day	Good comedy booking for all classes. Rich in exploitations angles. Hardly suitable for children	Aug. 24, 1933.	Jan. 8, 1934
Good-Bye Again	First National	66 min.	A	6,010 ft.	Warren Willam, Joan Blondell, Genevieve Tobin	Capital light booking, particularly for good-class audiences. Hardly suitable for children	Aug. 17, 1933.	Jan. 22, 1934
*Head of the Family	First National	66 min.	U	5,910 ft.	Irene Vanbrugh, Arthur Maude	Possible quota booking for small halls. Of no interest to children	Aug. 17, 1933.	Not Fixed
*Hearts of Oak	Inter. Prods.	45 min.	U	4,700 ft.	—	Good speciality booking. Strong juvenile appeal	Aug. 3, 1933.	Not Fixed
Her Bodyguard	Paramount	65 min.	A	5,900 ft.	Wynne Gibson, Edmund Lowe, Edward Arnold	Good average programme booking with star values. Hardly suitable for children	Aug. 24, 1933.	Feb. 12, 1934
Her First Mate	Universal	65 min.	U	5,873 ft.	Slim Summerville, Zasu Pitts.	Capital comedy booking for the masses. Good for children	Aug. 31, 1933.	Not Fixed
His Private Secretary	Gaumont-Ideal	60 min.	A	5,685 ft.	Evalyn Knapp, John Wayne	Average two-feature programme booking for populous areas. Harmless for children	Aug. 31, 1933.	Not Fixed
I Have Lived	Gaumont-Ideal	67 min.	A	6,181 ft.	Allan Dinehart, Anita Page	Average dramatic booking for other than high-class and family halls. Unsuitable for children	Aug. 31, 1933.	Not Fixed
Into the Blue	Zenifilms.	80 min.	—	7,500 ft.	Annabella, Jean Murat, Duvalle	Good, light entertainment for high-class and specialised halls. Harmless for children	Aug. 31, 1933.	Not Fixed
*I Spy	Wardour	68 min.	U	6,220 ft.	Sally Eilers, Ben Lyon	Good popular comedy booking with star pull. Safe for juveniles	Aug. 17, 1933.	Not Fixed
*I Was a Spy	W. & F.	90 min.	A	8,100 ft.	Madeleine Carroll, Herbert Marshall, Conrad Veidt	Excellent box-office attraction. Should prove safe for children	Aug. 3, 1933.	Nov. 20, 1933
Life in the Raw	Fox	62 min.	A	5,711 ft.	George O'Brien, Claire Trevor	Good supporting proposition for the masses. Safe for juveniles	Aug. 17, 1933.	Not Fixed
Lone Avenger, The	Gaumont-Ideal	60 min.	U	5,390 ft.	Ken Maynard, Muriel Gordon.	Safe supporting offering for industrial halls. Good juvenile appeal	Aug. 24, 1933.	Not Fixed
*Love Nest, The	Wardour	68 min.	A	6,222 ft.	Gene Gerrard, Camilla Horn, Nancy Burne	Good light booking. Harmless for children	Aug. 3, 1933.	Not Fixed
*Lucky Blaze	Ace Films	48 min.	U	4,325 ft.	Moore Marriott, Vera Sherbourne, William Freshman	Good supporting feature for the masses. Obvious exploitation angles. Safe for juveniles	Aug. 24, 1933.	Not Fixed
*Lure, The	Paramount	65 min.	A	5,950 ft.	Anne Grey, Cyril Raymond	Very moderate quota booking for unexacting patrons. Unsuitable for children	Aug. 17, 1933.	Not Fixed
Mama Loves Papa	Paramount	69 min.	A	6,200 ft.	Charles Ruggles, Mary Boland.	Capital light booking for all classes. Harmless for juveniles	Aug. 24, 1933.	Not Fixed

WHAT'S RELEASED IN

Date.	Title.	Renter.	Reg. No.	Running Time Min.	Certificate.	Length. Feet.	Stars.	Poster.	"Kine." Review Date.
Sept. 18	*As Good as New	Warner	Br.8509	50	A	4,391	Winna Winfried	1/6	Mar. 30, 1933
,, 11	Behind The Counter	P.D.C.	F.8836	58	A	5,178	Marion Marsh, Kenneth Thompson	1/12, 1/6	June 8, 1933
,, 18	Big Town	Universal	F.8862	54	A	4,918	Lester Vail, Francis Dade	1/12, 1/6	June 15, 1933
,, 25	Central Airport	First National	F.8701	75	U	6,719	Richard Barthelmess, Sally Eilers	1/48, 1/12, 1/6	May 4, 1933
,, 11	*Counsel's Opinion	Paramount	Br.8504	70	A	6,806	Henry Kendall, Binnie Barnes	1/48, 1/12, 1/6	Mar. 9, 1933
,, 18	*Falling for You	W. & F.	Br.8928	88	U	7,930	Jack Hulbert, Cicely Courtneidge	1/48, 1/12, 2/6	June 22, 1933
,, 4	42nd. Street	Warner	F.8415	90	A	8,145	Warner Baxter, Bebe Daniels, Ruby Keeler	1/48, 1/12, 1/6	Feb. 16, 1933
,, 25	Fra Diavolo	M-G-M	F.8761	90	U	8,100	Laurel and Hardy, Dennis King	1/48, 1/12, 2/6	May 25, 1933
,, 18	From Hell to Heaven	Paramount	F.8646	65	A	5,940	Carole Lombard, Jack Oakie	1/48, 1/12, 1/6	April 13, 1933
,, 18	Great Jasper, The	Radio	F.8683	80	A	7,300	Richard Dix, Wera Engels, Edna May Oliver	1/12, 2/6	April 27, 1933
,, 18	Hell Below	Paramount	F.8762	102	A	9,220	Robert Montgomery, Walter Huston, Madge Evans	1/48, 1/12, 2/6	May 25, 1933
,, 4	Jungle Bride	Butchers	F.8728	61	A	6,252	Anita Page	1/48, 1/12, 1/6	May 11, 1933
,, 25	Kid's Last Fight	Warner	F.8569	89	A	8,098	Aline MacMahon, Douglas Fairbanks, Jnr.	1/48, 1/12, 1/6	Mar. 30, 1933
,, 11	King Kong	Radio	F.8664	99	A	8,952	Fay Wray, Robert Armstrong Bruce Cabot	1/48, 1/12, 2/6	April 13, 1933
,, 11	King of the Arena	Universal	F.8893	64	U	5,607	Ken Maynard, Lucille Brown	1/12, 1/6	June 22, 1933
,, 4	Lady's Profession	Paramount	F.8721	67	U	6,144	Alison Skipworth, Roland Young	1/48, 1/12, 1/6	May 4, 1933
,, 4	Man Hunt	Radio	F.8676	60	U	5,390	Junior Durkin, Mrs. Wallace Reid	1/48, 1/12, 1/6	April 27, 1933
,, 11	Mind Reader	First National	F.9651	70	A	6,389	Warren William, Constance Cummings	1/48, 1/12, 1/6	April 20, 1933

* Titles marked with an asterisk de

TOGRAPH WEEKLY'S

SEP 1933

INDEX

OFFERS—AUG., 1933

The Trade's one and only guide to all sections of the industry

THE KINE YEAR BOOK FOR 1933

Title.	Renter.	Running Time.	Certificate.	Length.	Stars.	Box-Office Angle.	"Kine." Review.	Release Date.
Man of the Forest	Paramount	60 min.	A	5,560 ft.	Randolph Scott, Noah Beery	Safe support for most houses. Suitable for children	Aug. 17, 1933.	Jan. 15, 1934
Man Who Dared, The	Fox	78 min.	A	7,112 ft.	Preston Foster, Zita Johann, Joan Marsh	Good popular booking with obvious exploitation angles. Harmless for children	Aug. 17, 1933.	Not Fixed
Mary Stephens, M.D.	Warner	70 min.	A	6,322 ft.	Kay Francis, Lyle Talbot, Glenda Farrell.	Strong, popular booking with star angles. Unsuitable for children.	Aug. 24, 1933.	Feb. 12, 1934
Masquerader, The	U.A.	78 min.	A	7,022 ft.	Ronald Colman, Elissa Landi, Juliette Compton.	Excellent popular entertainment. A cast-iron star booking. Juvenile appeal slight	Aug. 24, 1933.	Feb. 5, 1934
***Mayfair Girl**	Warner	67 min.	A	6,076 ft.	Sally Blane, John Stuart, D. A. Clarke Smith	Moderate supporting feature for the masses. Unsuitable for children	Aug. 24, 1933.	Not Fixed
Mayor of Hell, The	Warner	85 min.	A	7,872 ft.	James Cagney, Frankie Darro, Madge Evans.	Very good general and star booking	Aug. 24, 1933.	Not Fixed
***Meet My Sister**	Pathe	69 min.	A	6,300 ft.	Clifford Mollison, Constance Shotter, Enid Stamp Taylor	First-rate comedy booking for all classes	Aug. 3, 1933.	Not Fixed
Midnight Club	Paramount	65 min.	A	5,679 ft.	Clive Brook, George Raft, Helen Vinson	Very good two-feature programme booking. Safe for youngsters	Aug. 31, 1933.	Feb. 19, 1934
Midnight Mary	M-G-M	73 min.	A	6,570 ft.	Loretta Young, Ricardo Cortez, Franchot Tone	Good average booking for the masses	Aug. 3, 1933.	Not Fixed
My Lips Betray	Fox	80 min.	A	7,288 ft.	Lilian Harvey, John Boles, El. Brendel	Pleasing light booking with undeniable box-office potentialities. Safe for juveniles	Aug. 3, 1933.	Dec. ., 1933
Phantom Thunderbolt	Gaumont-Ideal	65 min.	U	5,512 ft.	Ken Maynard, Francis Lee	Popular Western offering. Good for juveniles	Aug. 3, 1933.	Not Fixed
***Pride of the Force**	Wardour	75 min.	U	6,700 ft.	Leslie Fuller, Faith Bennett, Alf Goddard	Capital comedy for the masses. A star attraction. Should appeal to juveniles	Aug. 24, 1933.	Not Fixed
***Prince of Arcadia**	W. & F.	78 min.	A	7,100 ft.	Carl Brisson, Margot Grahame, Ida Lupino	Attractive light booking with strong star pull. Safe for children	Aug. 3, 1933.	Feb. 19, 1934
Private Detective 62	Warner	66 min.	A	6,012 ft.	William Powell, Margaret Lindsay, Arthur Hohl	Good general entertainment. Juvenile appeal nil.	Aug. 24, 1933.	Not Fixed
***Private Life of Henry VIII., The**	U.A.	95 min.	A	8,664 ft.	Charles Laughton, Binnie Barnes Lawrence Hanray	Excellent booking for high-class halls and one with exploitation values for others. Too clever for children	Aug. 24, 1933.	Feb. 19, 1934
Race Track	Gaumont-Ideal	83 min.	A	7,472 ft.	Leo Carrillo, Kay Hammond, Junior Coghlan	Average two-feature programme for the masses. Safe for children	Aug. 10, 1933.	Jan. 15, 1934
Reunion in Vienna	M-G-M	93 min.	A	8,387 ft.	John Barrymore, Diana Wynyard, Frank Morgan	Outstanding booking for high-class halls, and on star and title for others. Unsuitable for children	Aug. 10, 1933.	Not Fixed
***Royal Demand, A**	Paramount	60 min.	U	5,629 ft.	Cyril McLaglen, Marjorie Hume	Quota booking for the uncritical. Juvenile appeal nil	Aug. 31, 1933.	Feb. 19, 1934
Samarang	U.A.	60 min.	U	5,432 ft.	Native cast	Outstanding novelty booking. Particularly suited to children	Aug. 17, 1933.	Dec. 25, 1933
Secret of the Blue Room, The	Universal	70 min.	A	6,003 ft.	Lionel Atwill, Paul Lukas	Useful two-feature programme booking. Not for juveniles	Aug. 17, 1933.	Not Fixed
Sing, Sinner, Sing	P.D.C.	63 min.	A	6,000 ft.	Paul Lukas, Leila Hyams, Donald Dilloway	Good average booking for popular halls	Aug. 3, 1933.	Not Fixed
Somewhere In Sonora	Warner	68 min.	U	5,242 ft	John Wayne, Shirley Palmer	Safe supporting fare for the majority. Juvenile appeal strong	Aug. 17, 1933.	Not Fixed
Storm at Daybreak	M-G-M	77 min.	A	6,986 ft.	Walter Huston, Kay Francis, Nils Asther	Good average programme booking with strong exploitation angles. Unsuitable for children	Aug. 10, 1933.	Not Fixed
Stranger's Return, The	M-G-M	87 min.	U	7,870 ft.	Lionel Barrymore, Miriam Hopkins, Stuart Erwin	First-rate booking with universal appeal. Pleasing proposition for juveniles	Aug. 17, 1933.	Not Fixed
Strictly in Confidence	First National	43 min.	A	3,868 ft.	James Finlayson, Betty Amann, Reginald Purdell	Quota comedy booking for industrial halls. Harmless to children	Aug. 3, 1933.	Jan. 1, 1934
Study in Scarlet, A	Gaumont-Ideal	77 min.	A	6,972 ft.	Reginald Owen, June Clyde, Anna May Wong	Title booking with strong potentialities for the masses and juveniles	Aug. 10, 1933.	Jan. 29, 1934
***This Week of Grace**	Radio	92 min.	U	8,345 ft.	Gracie Fields, Henry Kendall, Frank Pettingell	Outstanding box-office attraction. Great stuff for the youngsters	Aug. 3, 1933.	Oct. 16, 1933
Tombstone Canyon	Gaumont-Ideal	60 min.	U	5,525 ft.	Ken Maynard, Cecilia Parker	Safe Western feature for popular programmes. Good fare for the masses	Aug. 17, 1933.	Not Fixed
Tugboat Annie	M-G-M	85 min.	U	7,712 ft.	Marie Dressler, Wallace Beery	Excellent general booking with strong star and juvenile appeal	Aug. 31, 1933.	Jan. 22, 1934
***Up to the Neck**	U.A.	70 min.	U	6,300 ft.	Ralph Lynn, Winifred Shotter, Francis Lister	Good comedy bet for all classes. Great stuff for youngsters	Aug. 24, 1933.	Jan. 15, 1934
Voltaire	Warner	72 min.	U	6,579 ft.	George Arliss, Alan Mowbray, Doris Kenyon	Very fascinating booking for high-class halls and a star attraction for others. Safe for juveniles	Aug. 31, 1933.	Not Fixed
Worthy Deceiver	Gaumont-Ideal	60 min.	A	5,445 ft.	Reginald Denny, Claudia Dell	Moderate second feature for small halls. May please juveniles	Aug. 31, 1933.	Not Fixed
***You Made Me Love You**	Wardour	70 min.	—	6,381 ft.	Thelma Todd, Stanley Lupino	Excellent light booking for the masses. Great stuff for juveniles	Aug. 10, 1933.	Not Fixed

IN SEPTEMBER, 1933

Date.	Title.	Renter.	Reg. No.	Running Time Min.	Certificate.	Length Feet.	Stars.	Poster.	"Kine," Review Date.
Sept. 11	***Money for Speed**	U.A.	Br.8565	65	A	6,639	John Loder, Cyril McLaglen, Ida Lupino	1/12, 1/6	Mar. 30, 1933
,, 18	**Mystery of the Wax Museum**	Warner	F.8552	78	A	7,037	Lionel Atwill, Fay Wray, Glenda Farrell	1/6	Mar. 30, 1933
,, 11	**Night in Cairo, A**	M-G-M	F.8763	80	A	7,228	Ramon Novarro, Myrna Loy, Reginald Denny	1/48, 1/12, 2/6	May 25, 1933
,, 18	***Night of the Garter**	U.A.	Br.8627	85	A	7,751	Sydney Howard	1/48, 1/12, 2/6	April 13, 1933
,, 11	**Oliver Twist**	Pathe	F.8697	78	U	7,065	Dickie Moore, William Boyd, Irving Pichel	1/12, 1/6	May 4, 1933
,, 4	**Our Betters**	Radio	F.8675	60	A	7,146	Constance Bennett, Gilbert Roland	1/48, 1/12, 2/6	April 27, 1933
11	**Perfect Understanding**	U.A.	F.8377	80	A	7,871	Gloria Swanson	——	Feb. 2, 1933
,, 11	***Radio Parade**	Wardour	Br.8716	70	U	6,314	Radio Star Cast	1/48, 1/12, 1/6	May 4, 1933
,, 4	**Reform Girl**	P.D.C.	F.8771	65	A	5,904	Skeets Gallagher, Noel Francis, Hale Hamilton	1/12, 1/6	May 25, 1933
,, 25	**Savage Gold**	Pathe	—	53	U	4,700	——	1/6	July 6, 1933
,, 18	**Scarlet River**	Radio	F.8684	54	U	4,891	Tom Keene	1/6	April 27, 1933
,, 4	**Shadow Laughs, The**	Universal	F.8861	64	A	5,957	Hal Skelly, Rose Hobart	1/12, 1/6	June 15, 1933
,, 25	**Sign of the Cross**	Paramount	F.8378	112	A	10,680	Fredric March, Elissa Landi, Claudette Colbert, Charles Laughton	2/48, 2/12, 3/6	Feb. 2, 1933
,, 4	**Soldiers of the Storm**	U.A.	F.8738	68	A	6,280	Regis Toomey, Anita Page	——	May 18, 1933
,, 25	**Strange People**	Universal	F.8894	66	A	5,926	Hale Hamilton, Gloria Shea, John Darrow	1/12, 1/6	June 22, 1933
,, 4	**To-day We Live**	M-G-M	F.8724	110	A	1,009	Joan Crawford, Gary Cooper, Robert Young, Franchet Tone	1/48, 1/12, 2/6	May 18, 1933
,, 4	***Waltz Time**	W. & F.	Br.8897	80	A	7,325	Evelyn Laye	1/48, 1/12, 2/6	June 15, 1933
,, 25	**Warrior's Husband, The**	Fox	F.8902	68	A	6,265	Elissa Landi, Ernest Truex	1/48, 1/12, 2/6	June 29, 1933
,, 18	**West of Singapore**	Butchers	F.8773	64	A	6,416	Betty Compson	1/48, 1/12, 1/6	May 25, 1933
,, 11	**Woman Accused, The**	Paramount	F.8622	70	A	6,516	Nancy Carroll, Cary Grant	1/48, 1/12, 1/6	April 26, 1933
,, 11	**Zoo in Budapest**	Fox	F.8727	83	A	7,507	Loretta Young, Gene Raymond	1/48, 1/12, 2/6	May 11, 1933

an asterisk denote British Pictures.

Printed and Published for the Proprietors, Kinematograph Publications Ltd., by ODHAMS PRESS Ltd., Long Acre, London, W.C.2.

"CURTAIN AT EIGHT"

Reviewed in this issue, the P.D.C. picture, CURTAIN AT EIGHT, is an up-to-date crime drama, including in the cast C. Aubrey Smith, Dorothy Mackaill, Paul Cavanagh, Sam Hardy and Marion Shilling

"THE POWER AND THE GLORY"

A Trade show is being arranged by Fox for THE POWER AND THE GLORY. There is a very strong cast, led by Spencer Tracy, Colleen Moore, Helen Vinson and Ralph Morgan

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"Kinematograph Weekly"

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"Cinema"

popular booking with power in the star's should be much appre- audiences who like umour."

"Impartial"

"Good hearty stuff, guaranteed to win popular approval—Fuller's Latest—Guaranteed to Fill the Kinemas."

"Daily Film Renter"

II ECTION
O RMAN LEE

THE ERA

... certificate. Release date ...
fixed. ... Monday. 6,5...
General appeal: Excellent. R. B. M.

"THE PRIDE OF THE FORCE"

Broad comedy, with Leslie Fuller, rubber-faced farceur, as a mirth-provoking member of a Fred Karno police force. The fun is rather heavy, but, since it is obviously addressed to the star's public, it should hit the target.

The fact that Leslie Fuller becomes a policeman (and what a policeman!) is a sound indication of the sort of humour purveyed in this film.

It is sheer nonsense, of course, and even if the story is reminiscent of Lew Lake or Fred Karno in their prime, that factor does not detract from its general entertainment merits. Similarly, the gags, despite a somewhat shopworn air, are not sufficiently threadbare to be seen through by Leslie's most rabid fans. On the contrary, they provide humour of that hearty biff-bang variety which has so often proved to the liking of his admirers.

As a policeman who is forever calling upon his twin brother to help him out of trouble, Fuller flaps, waddles, grimaces and chortles his way through this knockabout carnival, and his comic personality is exploited in a way which owes nothing to subtlety. His bluff, boisterous style may not be everyone's meat, but his dependability in this sphere of comedy has made for him a reputation second to none. He also shows that he has his serious side, whilst his rousing all-in wrestling scrap with the rough-house, Alf Goddard, is great showmanship.

No film of his would be complete without the now famous oily-chuckling duet which he renders with Hal Gordon, and, generally speaking, his latest effort should amply satisfy his large following.

"The Pride of the Force." War-dour-B.I.P. British. Director, Norman Lee. Players above. 6,700 feet. General appeal: Very good.

F. S. J.

THE FORCE

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STORY BY GARNETT WESTON

A HALPERIN PRODUCTION

RELEASE DATE

FEB.5,1934

NEWS KINEMA FOR LIVERPOOL

MAGISTRATES DIVIDED BUT GIVE CONSENT

Opposition on Overseating

DESPITE objections by the Palais de Luxe Kinema, Liverpool is to have a news theatre. A start may be made on the building within a week or two.

Plans were submitted to the Liverpool magistrates on Friday, and their chairman (Ald. R. Rutherford), in announcing their decision, said they were not unanimous and were stretching a point in approving the plans, but this approval was conditional on there being no queues and no waiting in the foyer.

The promoter of the scheme is J. H. Haigh, son of Ald. Edwin Haigh, who is interested in several Merseyside kinemas.

R. K. Milne, who appeared for Mr. Haigh, said the programme would consist of special interest and travel films, comedies, and films of exploration and animal and wild life.

The programme would take an hour to an hour and a half, so that the kinema would be very useful for people with an hour to while away. Performance would be continuous from 10 a.m. The hall would accommodate some 900 on the ground floor and 200 in the balcony.

Concerning the opposition, by J. R. Davenport of the Palais de Luxe, Mr. Milne said that was Trade opposition. The principle should be that of the survival of the fittest.

Interrogated by Mr. H. A. Munro, for the Palais de Luxe, Mr. Haigh said he did not think that the five kinemas in a quarter-mile radius in the centre of Liverpool were too large a number, having regard to the size of the population. He agreed that the kinema could be turned into an ordinary kinema without alteration.

A. E. Shennan, architect, said the present kinema accommodation in the centre of the town was rather inadequate for a city of Liverpool's size.

On behalf of the Palais de Luxe it was represented that the centre of the city was fully developed as regards theatres and trade was too bad for new competition.

Objection was made by the police on the ground that the waiting-room accommodation seemed inadequate and there was a danger of congestion if the kinema became popular. Mr. Shennan answered this by explaining that as the performances would be continuous, people would be entering and leaving all the time, and not in a mass.

The magistrates' decision was as announced above.

LIMITING DEADHEADS

SOUTHEND'S RESTRICTIVE MOVE

A movement is on foot amongst Southend managers to control, by quota or other means, the number of free passes that have become a system of the town.

The abuse crept into the town through the lavish disregard of the fundamentals of advertising practice, displayed by one of a recent group.

The supply of double-crowns indiscriminately plastered round Southend is now week by week lessening. Simultaneously, a move is on foot to raise prices. The Mascot, Westcliff, which, during the heat-wave, has had "house full" bills, matinees and evenings, has had no difficulty in getting the higher prices asked.

NORTH-WESTERN C.E.A MEETING ON FRIDAY

The North-western branch of the C.E.A. will resume its monthly meetings after the holiday hiatus on Friday, September 8, the agenda being a rather mixed one. Amongst the subjects which are down for consideration are: Cost of Sunday opening campaign (Wallasey); application for Sunday opening, Liverpool; exorbitant film rentals; competitions in kinemas; communication from the Notts and Derby branch *re* nomination of vice-president; reminder to members *re* Board of Trade licence (due for renewal October 1); report progress *re* golf competition, September 19, and carnival, October 20; election of new members.

The Leicester City Watch Committee has decided, without viewing the film, to allow "The Sign of the Cross" to be shown at the Leicester Palace this week.

Canton Kinema, Cardiff, reopened to-day, Thursday (September 7), after being lavishly redecorated and reseated.

Adolphe Menjou, who has just signed a new long-term contract with Warner

ABERDEEN LUXURY SUPER

LA SCALA TO BE RECONSTRUCTED

ANOTHER super-kinema is to be built in Union Street, Aberdeen, on the site of the present La Scala, and, it is understood, will bear the same name.

Plans have already been submitted to the Aberdeen burgh surveyor by the proprietors, Green's Film Circuit, Glasgow, and it is understood that they are of a lavishly appointed building with a seating capacity for nearly 3,000 persons.

The latest lighting effects will be installed and power will come from a private plant. Neon lighting will illuminate a large area of the frontage. Motoring patrons have received special consideration, and ample provision is made for the proper disposition of cars. Special facilities have also been arranged for the medical profession, and a telephone, conveniently placed in the auditorium, will be placed at their disposal. The architect is John Fairweather, Glasgow.

William Muir, who has been manager of La Scala for the past four and a half years, is to be manager of the new kinema.

REGAL, WORKSOP

1,000 SEATER OPENED BY MAYOR

Worksop's newest luxury kinema, the Regal, was opened on Saturday evening by the Mayor of Worksop (C. A. Longbottom, J.P.). There was a large company present, including the Mayoress, Deputy Mayor and all the civic dignitaries. The entire proceeds of the opening performance were handed over to the Victoria Hospital.

The Regal was formerly a miners' Welfare Hall, but since it has been acquired by a local company, the prime mover in which is Arthur Wood, it has been converted into a modern kinema with all the latest amenities.

The new hall, which seats 1,000, has been refronted, and an imposing entrance gives access to the theatre. The new colour scheme is a very artistic one. This is carried out in pale tints, various shades of blue, white and silver combining to make an effective scheme. The balcony and proscenium fronts have been specially treated. A new type seating has been introduced, roomy lounge chairs being used. A section of these are doubles to accommodate two.

The operating-box is well equipped and W.E. apparatus has been installed.

BRISTOL QUEEN'S CLOSES

NEWS KINEMA IN ITS PLACE

The last performance at Bristol's first kinema, the Queen's, was given on Saturday evening, and on Monday morning the housebreakers took possession of the house in order to clear the site in readiness for work to be started on the new kinema that is to be erected on the site.

The new house will be a news theatre, and will be run by Jacey Cinemas, Ltd. W. H. Watkins, F.R.I.B.A., of Clare Street, Bristol, has prepared the plans for the house, and tenders have been invited from builders for its construction. The work of demolition has been entrusted to Messrs. Frank Wilkins, of Bristol.

Children in Glasgow Kinema Panic

Several Injured in Rush to Exits

False Alarm of Fire

ALARMING scenes took place on Saturday last in the Premier Picture House, Glasgow, when the audience, composed of children, stampeded following a false alarm of fire.

A fire extinguisher was upset and the hissing of the contents alarmed the children. When one of them shouted "Fire," there was an immediate stampede for the exits by the entire audience, consisting of about 400 children. The efforts of the manager, Thomas Burke, and the attendants to calm the children were not attended with success, and many of the smaller children were knocked down in the rush. The screams from the hall attracted the attention of people outside, and, as a result, three detachments of the fire brigade were summoned before it was learned that there was no need for them.

Two policemen and a number of men who forced their way into the kinema assisted the staff in their endeavours to calm the audience, and after some difficulty they succeeded in persuading those of the audience who were still in the kinema that there was no danger and to leave quietly.

As a result of the panic, eight children were taken to hospital, but only one was detained. Many other children were taken home suffering from shock and minor injuries.

The Premier Picture House, which is situated on Kirkpatrick Street, Bridgeton, is one of the oldest halls in Glasgow, having been converted to a kinema about 25 years ago.

Linlithgow Alarm

The Victoria Hall, Linlithgow, narrowly escaped being burned down one morning last week. On the arrival of the cleaner in the morning, she discovered the building full of smoke, and examination showed that several rows of seats in the centre of the hall had been destroyed by fire during the night.

Capacity in Glasgow

That the public still roll up in their thousands to see a super was amply demonstrated in Glasgow last week. The Regal and Coliseum could not hold the crowds for "42nd Street," while the Picture House had also difficulty in coping with those wanting to see "The Good Companions." This week the Picture House have made a departure in advertising distinct daily performances for "Cavalcade," which is playing to capacity. Following its week's run, it will be shown for a week at the New Savoy. Both houses will run five houses a day.

Lodge Anima Opens

The opening meeting of Lodge Anima last Friday, though poorly attended, was a source of pleasure to the brethren in attendance. Bro. J. M. Kissell, Past Master, gave a lecture on Masonry in general in his own inimitable way, and it was deemed a great pity that so few were there to benefit by it.

Edmund Gwenn, who stars in MARooned, the British Lion picture for Fox release, now in production at Beaconsfield

Cinema Club Luncheon

Cinema Club members are reminded that the opening luncheon for the winter session takes place in Peacock's Georgic Restaurant on Friday, September 8, at 1 o'clock. In the absence on holiday of the president, the chair will be occupied by the vice-president, Mrs. A. Robertson. Several important items in connection with the club are down for discussion, and it is to be hoped that there will be a large turn-out of members.

The Cinema Club smoking concert has been arranged for the Bath Hotel, Glasgow, on Friday, October 13, at 8 o'clock. Tickets priced at 2s. 6d. will be on sale at the luncheon on Friday.

Golf Contests

The autumn meeting of the Cinema Club golfing members has been arranged for Sunday, October 24, over the course of the Glasgow Club, at Bogside. Two cups will be competed for—the Ostrer Cup for handicaps of 1—12, and the Tommy Lorne Trophy for those with handicaps of 13 and over. It is expected also that the Final of the King Trophy will be played on that date.

New Astoria Manager

John Urquhart, who has been managing the St. Enoch Picture House, Glasgow, is taking over the managership of the Astoria, Round Toll, Glasgow, after a fortnight's holiday.

Peebles and Perth

Amongst the new Scottish companies registered in Edinburgh last week were the Peebles Playhouse, Ltd., a new house being erected in Peebles with a capital of £8,000, and the Perth Playhouse Company, Ltd., with a capital of £12,500, both being promoted by the same gentlemen.

A Lift Up for the Lifeboat

The manager of the Tower Cinema, Helensburgh, last week took a big part in promoting publicity for the Annual Lifeboat Saturday by showing a special film in the Tower on Thursday, Friday and Saturday, with profit to himself and to the movement.

A Choral Welcome

Glasgow music-lovers were interested last week in the Pathé Pictorial shown in the town, in which the Glasgow Philharmonic Male Voice Choir were heard singing the favourite Scottish ballad, "Loch Lomond."

U.A. Activity

Manager Bendon, of United Artists, announces an impressive list of Trade shows. "The Masquerader" and "Father Noah's Ark" at the Playhouse, on September 5; "Private Life of Henry VIII," "Three Little Pigs" and "Mickey's Gala Premiere" at La Scala, on September 7; "The Girl from Maxim's" and "Mickey's Mechanical Man" at the Playhouse, on September 12; "Up to the Neck" and "Mail Pilot" at La Scala, on September 14; "Samarang" and "Mickey's Good Deed" at the Regent, on September 13; "I Cover the Waterfront" and "Say It Isn't So" at La Scala, on September 28.

Other Trade Shows

A. Baker, of P.D.C., will shortly Trade show the latest Majestic super, "Curtain at Eight," which has an important cast. Manager Barker, of Gaumont-Ideal, will Trade show "His Private Secretary" at the New Savoy, on September 8. P. Gordon, of British Lion, will hold a Trade show of "This is the Life" at the Playhouse, on September 15.

CARLISLE BIRTHDAY

The Lonsdale Superkinema, owned by the Sidney Bacon Trust, is to celebrate its second anniversary with a "Crazy Week," commencing September 18. For once, the programme is to be largely stage "turns," and only a brief portion pictures; and for this anniversary week the continuous performances are abolished, there being three set-time commencements each day. The staff is also being entertained, and their dance will be on Wednesday, September 20.

OUR USHERETTE

By J. P. DAVIS

"I AM MADAME SOPRANO, TAKE MY CARD TO YOUR MANAGER, WILL YOU?"
"MADAME, THIS IS A KINEMA. IF YOU CAN'T REDUCE YOUR FIGURE WE CAN'T COME TO TERMS!"
"BETWEEN PROFESSIONALS, MADAME I ALWAYS USE SLIMMING BATH SALTS MYSELF!"

GRACIE FIELDS AND A.B.F.D.

The most popular of British stars, who is about to embark on a new picture at the Ealing studios under the direction of Basil Dean. The film is as yet untitled, but it is to deal with the modern treatment of the Nell Gwynn story

ATP

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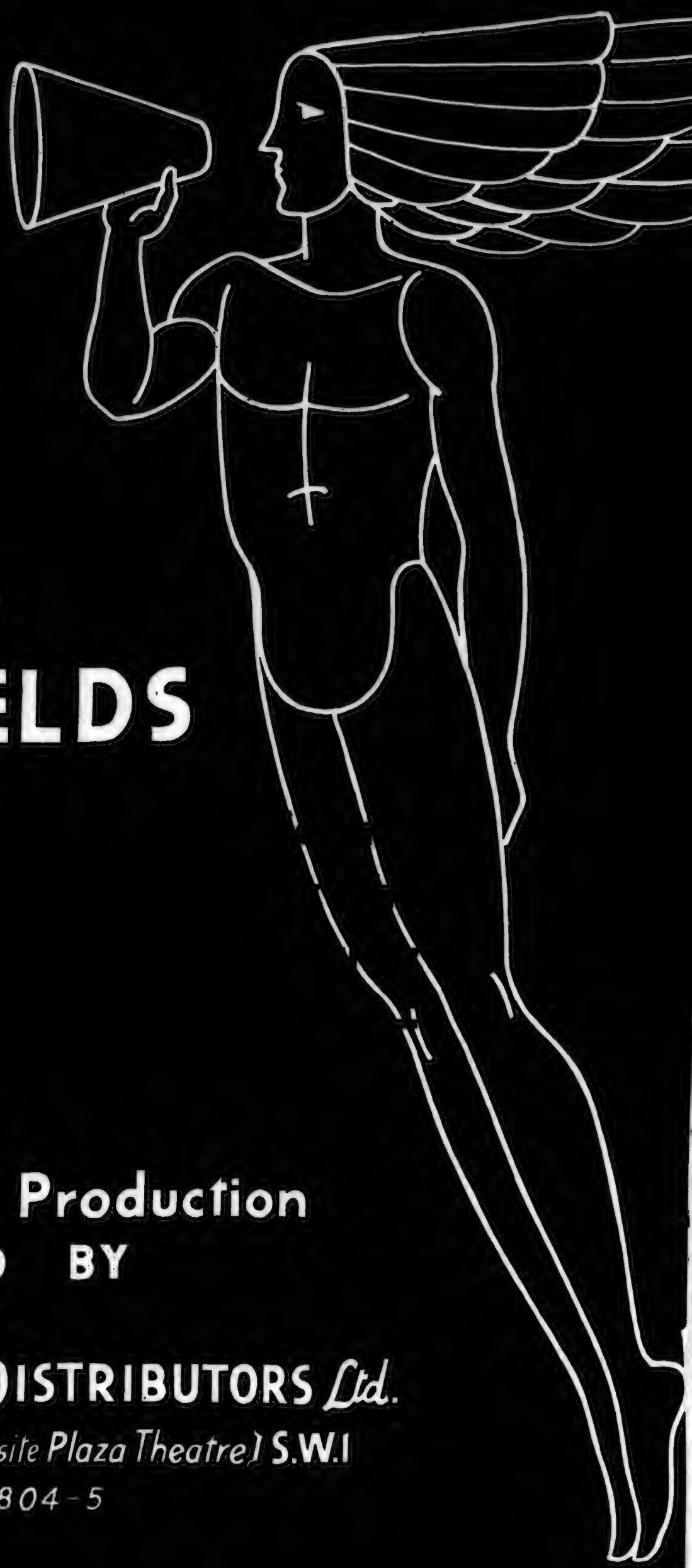

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BIRMINGHAM WELCOMES "I WAS A SPY"

TRIBUTE AT TRADE SHOW LUNCHEON

THE Birmingham Trade show of "I Was a Spy," at the West End Kinema on September 1, was a notable success.

Madeleine Carroll and Victor Saville were present, both at the screening and at a lunch given by W. and F. Film Service, Ltd., at the Midland Hotel. Robertson Hare and Leslie Henson (who was playing at a local theatre) also occupied top-table seats.

Most of the leading members of the Trade in the Birmingham area also rallied round P. C. Balcon, local manager for W. and F., prominent guests being Coun. E. Hewitson, Coun. T. R. Wood, Oscar Deutsch, S. W. Clift, S. K. Lewis, and Joseph Cohen, in addition to Bertram Burleigh and other representatives of Gaumont-British.

Harry B. Lane (chairman of the Birmingham and Midland Branch of the C.E.A.) presided over a very large gathering.

Oscar Deutsch proposed the toast of the star and the director of "this magnificent picture." Referring to the progress of British films, he said he did not think anybody in, or outside, the Industry would doubt any longer that the Quota Bill had proved a very great asset to the Trade. Mr. Deutsch congratulated Victor Saville (with whom, he said, he went to school in Birmingham) on his amazing success on the producing side.

Replying to the toast, Victor Saville observed, amid laughter, that jealous film people in London sometimes declared that before a man could get a job with Gaumont-British he must have been born in Birmingham. That was a lie. It was not impossible, but it was very difficult. There was a foreign land of Shepherd's Bush that would be for ever Birmingham.

Mr. Saville expressed the opinion that the kinema public were keenly interested in real life stories, more so, he thought, than in fictional stories. In directing "I Was a Spy," he tried to hold the balance evenly between jingoism and pacifism. His desire was to make an anti-war film, and he hoped he had been successful.

Miss Carroll spoke briefly and expressed her delight at having come back to Birmingham—her home is at West Bromwich—to find so many friends in the Trade and among the public.

S. K. Lewis proposed the W. and F. Film Service and Gaumont-British, reply being made by P. C. Balcon.

It was mentioned that Michael Balcon, the production chief of Gaumont-British, as well as the production and studio managers, the director's assistant, and the editor all came from Birmingham.

COVENTRY OPENING

A MEMORY OF ELLEN TERRY

The New Empire, Hertford Street, Coventry, opened to the public by Lord Iliffe on Saturday last, has arisen out of the ruins of a former theatre destroyed by fire two years ago.

High up on the left-hand side of the entrance vestibule is a tablet from the old theatre, bearing the inscription: "This stone was laid by Miss Ellen Terry on June 30, 1900. There was a star danced, and under it I was born."

Lord Iliffe was accompanied by the Mayor of Coventry, O. M. Flinn, Col. W. F. Wyley, Ald. Fredlee, and F. Snape and other prominent public men.

The film shown was Stanley Lupino's "You Made Me Love You."

The company controlling the new theatre (The Empire Theatre (Coventry), Ltd.) consists of John Maxwell, chairman of the A.B.C., Ltd. (chairman), Leon Salberg, S. W. Clift, C. H. Bennett, W. D. Scrimgeour, E. Lightfoot, and W. McGaw.

An eleven-unit Compton organ is installed with illuminated console.

STERLING SALES STAFF APPOINTMENTS

Sterling Film Co., Ltd., Trade showing the first Windsor/Sterling production on Tuesday, September 12, at the Prince Edward Theatre, announce the following appointments to their sales organisation:—

General sales manager for United Kingdom, Louis Deal, head office, 191, Wardour Street, London, W.1.

Chief sales representative for London and Greater London, Harry Rose, Wardour Street, W.1.

Midlands, E. H. Jacoby, 1-5, Hill Street, Birmingham.

Nottinghamshire area, H. Reubin, 1-5, Hill Street, Birmingham.

Lancs and Cheshire, J. Fuller, 38, Deansgate, Manchester.

Liverpool and North Wales, R. Freedman, 38, Deansgate, Manchester.

South Wales, J. F. Eccles, Dominion Arcade, Queen Street, Cardiff.

Four Northern Counties, Geo. Cowan, 11, Bath Lane, Newcastle-on-Tyne.

West of England, H. Harris, Dominion Arcade, Queen Street, Cardiff.

ALD. H. J. WATSON'S FUNERAL

At the funeral on August 31 of Ald. H. J. Watson, an ex-Mayor of Chesterfield and a director and secretary to Chesterfield Picture House, Ltd., there were present as representing the company, H. J. Shepherd, E. C. Clayton and J. B. Kesteven, Sheffield (directors), F. J. Harris (manager), and Sergeant J. Wood (commissionaire). The Picture House and restaurant were closed during the time of the funeral.

The Kodak and M-G-M Cricket teams which took part in the KINE. Cricket Cup Final on Sunday at Liberty's Athletic Ground, Colliers Wood. In the circle are two interested spectators, Harry Raymond of M-G-M and E. E. Blake of Kodak

KODAK WINS "KINE." CRICKET CUP

HODDESDON NEW CHRISTIE ORGAN

OPENING CEREMONY AT THE PAVILION

THE new six-unit Christie unit organ installed in the Pavilion, Hoddesdon, Herts, was opened on Monday, September 4, with Jack Courtenay at the console. Sydney Howard, the British screen artiste, gave an excellent and most humorous speech, welcoming the enterprise of Shipman and King in installing such a fine instrument.

When I reached the theatre, writes the *Kine.* music critic, the circuit manager, Val Tress, and the resident manager, A. Bastin, informed me that in spite of the "Indian Summer" weather the house was a capacity one. This showed the very great interest the installation had aroused. Jack Courtenay, in his introductory interlude, made full use of both slides and records, playing both classical and modern music.

The instrument has been specially designed to the specification of Jack Courtenay in conjunction with the builders, to become a standard model for theatres of about a

A group of Trade personalities at the opening of the new Christie organ at the Pavilion, Hoddesdon. Back row: V. Hayes Jones (Sales Manager of Christie Organs.) A. R. Shipman and S. S. King, proprietors. Front Row: Jack Marks, Sydney Howard and Val Tress

thousand capacity, and the result certainly justifies their expectations.

The console is brilliantly illuminated, and the organist can control the various colours either individual or on a cycle, from the console. The colours shown on this organ struck me as rather vivid, and might be toned down with advantage.

Jack Courtenay should be very proud of the reception given to his interlude, and it was certainly deserved.

GEM, GRAVESEND

SUCCESS OF ACOUSTIC TREATMENT

Patrons of the reopened Gem Theatre, Gravesend, on Monday found this popular kinema changed almost beyond belief.

During the past few weeks the house has been closed for decoration and acoustic treatment, and these have been most tastefully and effectively carried out.

Formerly there were difficulties in hearing speech clearly in various parts of the theatre, but acting on the advice of C. W. Glover, A.M.Inst.C.E. (the well-known acoustic expert), who made an acoustic survey, the indistinctness has been entirely eradicated. A *Kine.* representative who was present at the opening found the acoustics everything that could be desired and a large and appreciative audience enjoying "The White Sister" to the full.

A further improvement has been made by equipping the entrance hall with up-to-date notice boards, which give a generally smart appearance.

M-G-M Beaten in Interesting Game

Big Gathering of Trade Supporters

KODAK and M-G-M enjoyed a rare day's cricket on Sunday, when they met to decide the final of the *Kine.* cricket competition. Weather was perfect, and the game was a thoroughly enjoyable one, although the M-G-M lion roared in rather a minor key, and allowed the Kodak men, already the holders, to retain possession of the cup for yet another year.

E. E. Blake, managing director of Kodak, who came up specially from Bedford to see his team's victory, headed a big group of supporters from Harrow and Kingsway; Mr. and Mrs. Selby Howe, Harry Raymond, Bert Ayres, and many others were present to support their own men; and, thanks to the help and co-operation of a most sporting group representing the Liberty Sports Club, on whose ground the match was played, an extremely cheery and happy day was spent.

Winning the toss, K. Harris, the Kodak captain, put M-G-M in to bat on a wicket which looked good for plenty of runs. However, these were not scored by M-G-M., for they were all back in the pavilion before lunch with the small total of 31 runs. Apart from Goldenberg, who scored 14, and played undefeated right through the innings, there was not a batsman to stand up against the bowling of J. Kohl and H. Gammon, who took 4 for 8 and 4 for 16.

Kodak, opening their innings after lunch, received a surprise by losing J. Kohl with only 9 runs on the board. This in no way upset B. Leeming, his first wicket partner, who, together with J. Dryden, was in great form. From these two we saw the best cricket of the day, and it was not until the score had reached 136 that they were parted. J. Dryden, in scoring 87, revealed his power in driving and he varied his play by some skilful hitting on the leg side. Joining Leeming, S. Gunn soon settled down and in a very short time made his contribution of 33.

During this time, Leeming took his score along at a steady pace, and when Kodak declared at 217 he was undefeated with 70 to his credit. Playing very correct cricket, he gave a capital display.

With the result of the game almost decided, M-G-M gave a much better display in their second innings, their score of 88 being made by bright and adventurous cricket. One of the high spots was a lusty hit for six by Pitt. Other attractive batting performances were given by Raymond, with 25; Bowyer, with 18, and Pitt 21. Bowling for Kodak J. Kohl took another 4 for 12 with his fast deliveries, and Gammon 3 for 20 and Leeming 3 for 16.

Scores:—

METRO-GOLDWYN-MAYER.

First Innings.

Raymond, b J. Kohl	1
Goldenberg, not out	14
Bradley, run out	0
Kenton, l.b.w. b Gammon	0
Gowland, c Dryden, b J. Kohl	1
Rigby, b Gammon	1
Patten, l.b.w. b Gammon	0
Bowyer, b J. Kohl	6
Pitt, run out	0
Pollock, b Gammon	0
Hertherington, b J. Kohl	1
Extras	7
Total	31

Second Innings.

Raymond, l.b.w. b Leeming	25
Goldenberg, b Gammon	3
Bradley, b J. Kohl	0
Kenton, c Gammon, b J. Kohl	5
Gowland, b J. Kohl	1
Rigby, c J. Kohl, b Leeming	9
Patten, b Leeming	1
Bowyer, c Howman, b Gammon	18
Pitt, c J. Kohl, b Gammon	21
Pollock, b J. Kohl	0
Hertherington, not out	0
Extras	4
Total	88

KODAK

First Innings.

B. Leeming, not out	70
J. Kohl, l.b.w b Bradley	2
J. Dryden, b Patten	87
S. Gunn, b Kenton	33
W. Salisbury, l.b.w. b Kenton	14
F. Kohl, not out	2
Extras	9
Total	217

INGENIOUS TRICK AT SHEFFIELD

WARNING TO OTHER MANAGERS

SHEFFIELD is agog with the story of a most ingenious trick. When the full story can be told, as no doubt it will be in the police court before long, it will read like a film synopsis. In the meantime something can be said as a warning to other managers in case the trick is repeated.

A few days ago the acting manager—the manager was away on holidays—of a well-known Sheffield kinema received a telephone message from a person purporting to be the general manager of the company, informing him that he had been appointed to another hall belonging to the company, and that day—Saturday, by the way, when there was no opportunity to confirm—a new man would arrive to take over. The man duly arrived later on, bringing with him what appeared to be properly authenticated authority on official letter heading.

During the evening the usual methods of changing over were observed and the bank account was made up and placed in the night safe.

The acting manager, who had been told to report at his office on Monday, called at the kinema first. He found his supposed successor had not put in an appearance and became suspicious.

It was soon found there was reason for suspicion, for there was a very substantial discrepancy in the amount banked and the police are now looking for the gentleman who "took over."

YORKSHIRE DEAL

ECKINGTON P.H. CHANGES HANDS

The Picture House, Eckington, near Sheffield, has been acquired by Rotherham and District Cinemas, Ltd., who have two other kinemas in the district, the Empire Palace, Killamarsh, and the Pavilion, Swallownest. The Eckington kinema, of which Sydney Kirkham, vice-president of the Sheffield branch of the C.E.A., is the proprietor, has been closed for a short time. It is to be entirely redecorated and refurnished before the reopening, which will take place in a few weeks' time.

A Salford Change

W. H. Tilsley has taken over the Cinema, Chapel Street, Salford, Manchester, which reopened last Monday under the new name, the Rex Cinema. It formerly belonged to R. E. and W. E. Pritchards. The new manager is Sid Rix, the Broughton Rangers Rugby footballer.

Empire, Newcastle, Lease

It is understood that there is some doubt as to whether or not the lease of the land on which stands the Empire Cinema, Grainger Street, Newcastle, is to be renewed.

The theatre was erected by the late Richard Thornton, in 1912, and is now in the A.B.C. Circuit. The lease expires before Christmas.

W. H. Webster's Latest

W. H. Webster, the lessee of the Grand Theatre, Brigg, and the Globe Cinema, Ashby, Scunthorpe, has acquired the Electric Playhouse, Brigg.

Another for Regent Circuit

The Royal County Picture House, Shrewsbury, has been taken over by the Regent Circuit, Ltd.

Litherland Improvements

E. S. Gray, of Messrs. Gray and Evans, architects, of North John Street, Liverpool, having acquired control of the Coliseum Kinema, has put in hand a number of improvements, including several in the projecting room. New H.M. lamps, resistances, etc., by Kershaws, of Leeds, are in process of installation.

"Cavalcade" in the I.O.M.

"Cavalcade" has been drawing crowded houses to the Picture House, Douglas, where it is now being shown for its fourth week. Among the hosts who have seen the picture is the Lieutenant-Governor of the island, Sir Claude Hill.

B.I.P. CAPITAL INCREASE

To Effect Consolidation

LEEDS HALL WINDING UP

By Our City Editor

AMONG the financial notices of the week is the increase of the nominal capital of B.I.P. (Production), Ltd.—formerly known as United Motion Picture Producers, Ltd.—by the addition of £30,000 in £1 ordinary shares, beyond the registered capital of £70,000.

The increase is stated to be for the purpose of acquiring not less than 90 per cent. of the issued share capital and or the undertaking of Regal Picture Productions, Ltd.—another affiliated company.

Too Heavy Expenses

At a meeting of the Woodhouse Street Picture House, Limited, held at Leeds, on Tuesday, August 29, a resolution for the voluntary winding up of the company was passed, and Harry Riley, of 14, Park Square, Leeds, incorporated accountant, was appointed liquidator.

The liabilities to rank for dividend were estimated at £309 7s. 6d., assets £350, and after deducting preferential claims, £71 19s., there was a deficiency of £531 6s. 6d., which, with the share capital of £700, makes a total deficiency of £1,231 6s. 6d.

The failure is due to heavy expenditure to bring the kinema up-to-date. The kinema is being carried on with a view to sale as a going concern.

Liverpool Picturedrome Loss

The results of two Liverpool concerns have just been announced.

In the case of the Tunnel Road Picturedrome, Ltd., there is an ultimate loss shown in the accounts of £1,691.

The report, which covers the twelve months to July 1, states that during the year redecorations and renovations cost £645, and after charging this sum and writing off a quarter of the cost of lease and installation of talking films equipment amounting to a further £585, the company is left with the loss as stated.

Despite this, however, the directors have declared a dividend of 5 per cent. for the year.

Majestic Pays 15 Per Cent.

Liverpool Majestic Picture Palace announces a final dividend of 10 per cent., which makes the total payment for the year 15 per cent., an interim of 5 per cent. having been paid in December last year.

A sum of £831 has been written off, representing the balance of cost of lease and installation of talking film equipment.

Welsh Pearson

A meeting of shareholders of Welsh Pearson Films, Ltd., has been called for September 8 by the Official Liquidator, who will place before them the position covering the first year of the voluntary liquidation.

There is little prospect of the shareholders receiving any return of their capital, according to the liquidator. The ultimate result, he says, depends on the sale of film rights in which little success has been achieved.

This company was registered in February, 1928, as Welsh-Pearson-Elder Films, Ltd. A resolution was passed to wind up in August last year with a view to transferring the undertaking and assets to Welsh Pearson Films (1932), Ltd. Shareholders were to receive three shares of 4s. (credited with 3s. per share paid) in the new company for every preference share held and one share of 4s. (credited with 3s. paid) in the new company for every 10 ordinary shares held.

In September last year, however, the reconstruction agreement was rescinded and the new company placed in liquidation.

Reduction of Capital

Electric Palaces, Ltd., of Hammersmith, have reduced its capital from 150,000 shares of 10s. each to 1s. each.

Shares Steady

Almost as many gains as losses are shown in price movements of kinema and kindred shares during the past week, but on the whole they have not been important either way.

This section of the Stock Exchange has not benefited to the same extent as other industrial shares from the boomlike conditions which have been one of the main characteristics of markets during recent weeks.

It is somewhat surprising, however, that the upward trend has not been more marked if only on sentimental grounds or in sympathy with the general rise in values.

Amusement companies should stand to gain advantages by any revival which should have the effect of loosening to a greater extent the purse-strings of the public.

Business Done

Moss' Empires preference shares have attracted a fair amount of attention, showing an improvement of 1s. 3d. on the week at 10s. 7½d., and a smaller movement has taken place in the preference shares of P.C.T. 7 per cent. preference. Among the ordinaries to show gains are Moss' Empires, which have risen to 10s., A.P.P.H., which are 6d. up to 24s. There has also been a demand for Madame Tussaud's deferred, which are now little under 3s., but the preferred ordinary are slightly lower, at 25s. 4½d.

A slight improvement has taken place in the new 4½ per cent. G.-B. debentures, which have advanced to 94½, and the "A" ordinary and converted pref. of this company show slight gains at 6s. and 19s. respectively. The ordinary shares have also hardened to 13s. 9d.

The chief movements in the opposite direction, which have probably been due to lack of interest rather than to actual selling, have taken place in the "A" preference shares of P.C.T., which are 7½d. down on the week at 26s. 3d. The preferred ordinary of British Cinema Theatre have also lost ground, finishing at 3s., or 6d. lower on the week.

NEW PRIVATE COMPANIES

Marylebone Film Co., Ltd.—Registered August 28. Capital, £100 in £1 shares. Objects: To carry on the business of film producers, etc. Arthur Lewis Fisher, 5, Hazelmere Road, Kilburn, shall be one of the first directors and shall be permanent. Registered office: 22, Basinghall Street, E.C.2.

Peebles Playhouse, Ltd.—Registered in Edinburgh on August 28. Capital, £8,000 in 7,825 ordinary shares of £1 each and 3,500 deferred shares of 1s. each. Objects: To carry on the business of caterers of public entertainments, kinematograph, theatre and concert room proprietors, etc. The directors are: Thomas H. W. Alexander, F.R.C.S., J.P., Charles M. Robertson, Robert Wotherspoon and Robert A. Milne. Qualification: £200. Remuneration not to exceed 20 per cent. of net profits in one year. Secretaries: Blackwood and Smith, Peebles. Registered office: 39, High Street, Peebles.

Publicity Picture Productions, Ltd.—Registered August 30. Capital, £5,000 in £1 shares. Objects: To acquire the business carried on at 89-91, Wardour Street, W.1, as Publicity Pictures, and to carry on the business of kinematographers, etc. The permanent directors are: Albert E. C. Hopkins, Reginald H. Wyer and Marcus F. J. Samuel (chairman) (director of Studio Sound Service, Ltd.). Qualification: £10 shares. Remuneration: As fixed by the company. Secretary: A. E. C. Hopkins. Solicitors: Lowless and Co., 32, Bishopsgate, E.C.2. Registered office: 89-91, Wardour Street, W.

British and Canadian Film Productions.—Registered on August 31 with a nominal capital of £1,000 in £1 shares. The objects are to carry on business as producers of kinematograph films and pictures and to adopt an agreement with H. P. Carver. The first directors (to number not less than two nor more than seven) are: Harry P. Carver, 12, Avenue Questroy, Enghien-les-Bains, Seine, France, and the Windsor Hotel, Montreal, Canada, film producer; Noel E. V. Skeffington-Smyth and Paul R. de Rycaut, Churchward. Remuneration: As fixed by the company. Solicitors: Vandercom Stanton and Co., 35, Spring Gardens, S.W.1. The registered office is 50, Brook Mews, Davies Street, Mayfair, W.

Grand Theatre (Fulham), Ltd. — Registered August 31. Capital, £1,000 in £1 shares. Objects: To carry on the business of proprietors or managers of kinematograph theatres, music-halls, variety and other theatres, etc. The directors are: Mrs. Dorothy I. Haskett-Smith, Carlos E. Haskett-Smith, Margaret A. Wilson and Heather L. Wilson. Qualification: One share.

Film Plays, Ltd.—Registered August 25. Capital, £2,000 in £1 shares. Objects: To produce plays, operas, musical and other plays, and to carry on the business of kinema, theatre and music-hall proprietors, etc. The directors are: Rex Wilson, 1, Greenfield Gardens, N.W.2; Henry A. McMullin, 9, Livingstone Mansions, Queen's Club Gardens, W.14. Qualification, £1. Solicitor: L. E. Coleman, 123/5, Oxford Street, W. Registered office: 234/5, Grand Buildings, Trafalgar Square, W.C.2.

MORTGAGES AND CHARGES.

Popular Cinemas, Ltd.—Mortgage dated August 21, 1933, to secure £250, charged on properties in Marylebone. Holder: H. B. Leavis, 47, Gerrard Street, W.

Aldeburgh Cinema and Amusements, Ltd.—Mortgage dated August 1, 1933, to secure £1,500, charged on Aldeburgh Picture House and messuage and house adjoining, High Street, Aldeburgh, Suffolk. Holder: C. R. Rayner, The Hollies, Aldeburgh-on-Sea.

Associated British Cinemas, Ltd.—Mortgage for £46,062 4s. 7d., dated August 13, 1932, charged on properties in Edgware (being property acquired by the company on August 3, 1933). Registered pursuant to Section 81 of Companies Act, 1929. Mortgagees: Halifax Building Society.

Palace Theatre (Bideford), Ltd.—Mortgage on Palace Theatre, Bideford, Devon, dated August 10, 1933, to secure all moneys due or to become due from the company to the Midland Bank, Ltd.

Tottenham Cinema and Entertainment Co., Ltd.—Issue on August 14, 1933, of £1,084 debentures, part of a series already registered.

Hounslow Empire, Ltd.—Mortgage on land at Hounslow and rights of way dated August 17, 1933 (supplemental to mortgage and debenture both dated August 23, 1932), collaterally securing £10,000. Holder: S. Symons, 7, Middleton Road, Golders Green.

J. Bradley (Cinemas), Ltd.—Charge for £4,010 dated February 5, 1923, three charges for £1,412 15s. 4d., £1,412 15s. 4d., and £1,441 12s. 11d. respectively, dated December 3, 1928, and charge for £9,320, dated January 26, 1933, on properties in Burnley (being properties acquired by the company on July 31, 1933). Registered pursuant to Section 81 of the Companies Act, 1929. Mortgagees: Butterworth and Dickinson, Ltd., Globe Ironworks, Burnley, and others.

Bury Hippodrome, Ltd.—Mortgage on Bury Hippodrome, etc., Bury, dated August 8, 1933, to secure all moneys due or to become due from the company to the Westminster Bank, Ltd.

Ballerina, Ltd.—Issue on August 10, 1933, of £3,420 debentures, part of a series already registered.

Ritz Freeholds, Ltd.—Deposit of deeds, without instrument, on August 21, 1933, to secure £140,000. Property charged: Ritz Cinema, etc., Angel Row, Nottingham. Holders: National Bank, Ltd.

Shaftesbury Cinema Theatre Co. (Manchester), Ltd.—Issue on August 18, 1933, of £50 debentures, part of a series already registered.

In the Court

CHILDREN SEE "A" FILM

FOR showing an "A" film, "The Old Dark House" at a children's matinée, William Priestley, licensee of the Royal Kinema, Wigan, was fined £1 by the Wigan magistrates on Monday.

Mr. Worden, who appeared on behalf of Mr. Priestley, said that the film story was based on a theme by J. B. Priestley, one of the cleanest authors of the day. Defendant pleaded that between the Friday night and Saturday afternoon he did not have sufficient time to change the programme.

A fine of £1 was also inflicted for admitting children under 16 years unaccompanied by parents at a performance of the same film.

SHARE MOVEMENTS

	Last week.	This week.	Movement
A.B.C. Ord. 5s.	3 6	3 6	—
" 7½% Pref.	17 9	18/-	+3
A.P.P.H. Ord.	23 6	24/-	+6
Assoc. Talk. Pic. Ord. 5/-	-/4½*	-/4½*	—
Baird Televis. 10% Prefd. Ord 5/-	10½	1/-	+-/1½
Baird Televis. Defd. Ord. 5/-	1/4½	1 6	+1½
Blackpool Tower Ord. £1	65/-	65/-	—
Brit. Cine. Theat. Ord. 10/-	4 1½	4 1½	—
" & Dom. Defd. 1/-	-/4	-/4½	+-½
" Prefd. Ord.	3 6	3/-	—6
" In. Films (Props.) 10/- Ord.	-/4½	-/4½	—
" Inter Pic. 5/- Ord.	4/-	3/10½	—1½
" " 8% Pref.	20 6	20 3	—3
" Lion Pref. Ord.	2 9	2 9	—
" Def. 4d.	-/3*	-/3*	—
Denman P.H. 7% 1st Mt. Deb.	£106	£105xd	—
" 7% Conv. Deb.	£105½	£105½	—
Gains. Pic. Ord. 10/- pd.	9 4½	9 4½	—
Gaumont-British Ord. 10/-	13 4½	13 9	+-4½
" "A" Ord.	5 10½	6/-	+-1½
" 5½% new Pref.	18 9	18 9	—
" Converted Pref.	18 10½	19/-	+-1½
" 4½% New Debs.	£93½	£94½	+5/-
General Thea. Pref.	12 4½	13/-	+-7½
" 6½% 1st Mort. Deb.	£98½	£97½	—20/-
Ldn & South Super Cin. 2/- Ord.	-/3	-/3	—
Mdme Tussauds 1/- Def.	2 6	2 10½	+-4½
" " £1 Cum. Pref. Ord.	25 6	25/4½	—1½
" " 5% 1st Mort. Deb. (Conv.)	£97½	£98	+10/-
Moss' Empires £1 Ord.	9 4½	10/-	+-7½
" " £1 Cum. Pref.	9 4½	10 7½	+1/3
" " 6% Deb.	£100	£100	—
" " 4% Perp. Deb.	£64½	£64½	—
P.C.T. Ord. 10/-	18 9	18 9	—
" 7½% Pts. Pf. Ord.	22 6	22 9	+-3
" Cum "A" Pref. £1	26 10½	26 3	—7½
" "B"	24 9	24 6	—3
" 6% 1st Mort. Deb.	£105½	£105½	—
" Const. 7% Pref.	22 7½	23 3	+-7½
Stoll P.T. Corp.	3 3	3 3	—
United P. Thea. 10% Pref. Ord.	-/3	-/3	—
" " 7% 1st Mort. Deb.	£53½	£51	—£2½

£1 Shares unless otherwise stated. * Nominal.

MEN AND MOVEMENTS

Canterbury Manager a Racing Motorist—Ald. Wheeldon's Son's Appointment—F. C. Brooks Transfers—A.B.F.D. Midland Branch Manager

A. W. Arkell, who has been appointed to manage the Regal, Canterbury, by C. J. Donada, comes from the King George's Cinema, Farncombe, Surrey. Mr. Arkell is, by the way, an experienced racing motorist. He was born at Brooklands, and has personal acquaintance with many well-known speed kings, having known the late Major Sir Henry Segrave for some years.

T. E. Merrells, the Mumbles (Swansea) district kinema proprietor, is to be nominated for the Oystermouth Ward seat on the Swansea Borough Council in the forthcoming municipal elections. He has been associated with the kinema Industry nearly the whole of his lifetime, and has been very prominent in South Wales C.E.A. branch activities.

F. Parker, manager of the Queen's Picture House, Bristol, which closed down on Saturday, had the unique experience of being engaged at the house when it opened in 1910, as the city's first kinema, and at its closing. Mr. Parker was employed at the kinema as effects-boy when the Lord Mayor of Bristol performed the opening ceremony. Later he went to the King's when that house was built by the same company. From there he went to His Majesty's, and other kinemas in the city. When he returned to Bristol after the war he was engaged by the late Mr. Pugsley, and, returning to the Queen's, was appointed manager of the house a few years ago.

R. W. Wheeldon, Junr., has taken over the managerial position at the Mayfair, Hull. Mr. Wheeldon was formerly in a similar capacity at the Eureka Picture House, Hull. His father, Ald. R. W. Wheeldon, a former Lord Mayor of Hull, is the leading figure on the board of directors. Several new changes in local kinema circles are expected shortly.

F. C. Brooks, until recently manager of the Manchester Hippodrome, has been appointed manager of the Royal Court Theatre, Liverpool, from September 4. Mr. Brooks had been 21 years with Sir Oswald Stoll at the Alhambra, London, and the Manchester Hippodrome

B. Henry, A.B.F.D.'s general manager, announces the appointment of Rudolph Solomon to be representative in chief for that company in the Midlands, with headquarters at Birmingham. Mr. Solomon, who has been associated with A.B.F.D. in the London area representation since the company's formation, has a wide acquaintance with exhibitors in the Midlands, whom he will be pleased to see at 65, New Street.

Edward Harold, who now controls the Wurlitzer organ at the Gaumont Palace, Exeter, has been with the company previously as second to Bayco at Plymouth, and later at Cheltenham; coming from the Hackney Pavilion after leaving the Palace, Sunderland, in 1920, where he was musical director for some time.

His first appearance in public, at the early age of 12, was as a pianist at the Queen's Hall, London. Mr. Harold is well qualified as a vocalist, having been trained as a choir-boy at Westminster Cathedral. He hopes, by the use of a "mike" at the organ, to put over vocal numbers to his own accompaniment.

A. Hamilton Wilding, formerly organist of the Strand Kinema Co., Douglas, I.O.M., is now recognised as one of Blackpool's most popular kinema organists During the summer months he has been delighting holiday crowds with unusual, novel and happy musical interludes on the Jardine organ at the Waterloo Picture House, South Shore, of which Peter H. Griffiths is the manager. Before officiating as a kinema organist in Douglas and Blackpool, Hamilton Wilding was associated with the Scottish Kinemas and Variety Theatres Co. as organist at the Opera House, Kirkcaldy, where he opened the first kinema organ to be installed in Scotland.

Arthur Braithwaite, for many years associated with Universal at the Leeds and London offices, is again to carry on in his familiar Yorkshire territory as branch manager for Columbia Pictures. Premises at 9, Mill Hill, Leeds, will be occupied by the end of the present month. His first staff appointment is Joe Caverson to the Sheffield and South Yorkshire area.

Danny Hourahane has been appointed manager of the Universal Cardiff branch, in succession to Walter Dovey.

Harry Morris has been appointed sales representative at the Cardiff branch.

Teddy Peters has been appointed second in charge of the operating department of the Delecia Cinema, Gosta Green, Birmingham. In this capacity he renews acquaintance with his old manager, Albert H. Harrison, with whom he worked at the Plaza Cinema, West Bromwich.

T. A. Buckley, who until recently was manager of the Picture House, Alcester, is now open to receive offers for engagements as manager or to rent a small kinema. He is a manager with a long and varied experience in the film and theatrical business. During his term of office he has done much valuable work for charity, especially the Benevolent Fund. As an authority on the booking of films, he has acted as consultant to Cadbury Bros. regarding school films. Prior to his appointment at Alcester, Mr. Buckley was manager of the Victoria Talking Theatre, Horsley Heath, Dudley Port, and before that manager of the King's Norton Palace of Varieties, now the Savoy Theatre. He also held appointments under Coun. E. Hewitson and Coalville Theatre, Ltd., for Chas. Deeming. Any business man desiring the services of a smart showman would do well to communicate with Mr. Buckley at 167, Maryvale Road, Bournville, Birmingham.

Harold Chance has been appointed chief projectionist at the Delecia Cinema, Gosta Green, Birmingham. He has been associated with the Industry for the past 22 years, and until recently was engaged as a sound service engineer.

A. H. Ronbach, Ph.D., has been appointed assistant manager of the Empire Theatre, Coventry, which opened on Saturday last, following entire rebuilding, after the fire of two years ago. Mr. Ronbach joined A.B.C. as assistant manager of the Edgbaston Cinema, where he received his initial training under E. B. Gold, now in the managerial chair of the Forum Theatre, Birmingham.

Alfred Thompson, who has been appointed to the office of assistant secretary of the Birmingham Court of the British Guild of Projectionists, is a well-known figure in Birmingham circles, where he has a long association with the Trade. Entering the business in 1914 at the Grand Cinema, Alum Rock, Birmingham, he later went to the Grand, Handsworth, and the Villa Cross Picture House, Birmingham, prior to his taking his present post in December, 1917, at the Metropole Cinema, Snow Hill, Birmingham, where he has remained as chief since that date.

J. R. Dowey has been appointed general manager of the Regal, the new kinema opened at Worksop on Saturday. Mr. Dowey has had a long experience of the business and is well known in the Industry. Arthur R. Wood, another well-known Trade personality, is the managing director of the company, which has its registered office at the Palladium, Ripon.

W. J. Fender has been appointed manager of the Grand, Levenshulme, Manchester, in succession to George Anderton. Mr. Fender has been associated with the Industry for 22 years, the best part of which has been spent in Lancashire. He has managed the Palladium, Oldham; Theatre Royal, Hyde; Picture House, Rawtenstall; and Grand, Nelson, among other places.

Nat Farmer, manager of the Regent, Bradford, has just returned from a holiday in his native Sunderland. During his absence F. A. Breach was in charge at the Regent, and on his return Breach took over the Savoy, Bradford, for F. Farleigh, who is also on holiday in London.

Ben Lloyd will be the capable head of the projection and sound at the Troxy, Stepney. To take up this position he has just resigned his position with Western Electric after five years on installation work.

During that period, Ben Lloyd had charge of the special command performance of "Cavalcade" at Windsor, installed all the necessary apparatus and also ran the projection. He was responsible for about 60 W.E. installations including the Leicester Square Theatre; the Granada, Tooting; Princes, Dagenham, and the Regal, Uxbridge.

WEDDING BELLS

BEBINGTON MANAGER'S BRIDE

Norman W. Ellison, only son of Mrs. and the late J. Ellison, of Selton Park, who is the manager of the new Rialto Kinema, Bebington, was married at Liverpool on Saturday to Miss Phoebe Hughes, who, until recently a member of "The Duds" Concert Party, is a pianist and vocalist.

Before coming to the Rialto, Mr. Ellison was manager of the Grand Theatre, Douglas, I.O.M., and the Scala Kinema, St. Helens. He has produced a number of plays.

Teddington Wedding

Bernard F. O'Donnell, of the Savoy Cinema, Teddington, is to be married to Miss G. L. Pearce, of "Modern Poster Service," on September 20, at St. Mary's Catholic Church, Hornchurch, Essex.

"KING KONG"

NOT FOR YOUNG BIRMINGHAM

Birmingham justices viewed "King Kong" privately on Monday, and decided that the film must not be shown to children under 16 years, whether accompanied or not. Officials representing the Wolverhampton and Smethwick licensing bodies were present, and will report on the picture, which is to be publicly screened at the Forum, Birmingham, in October.

RADIO'S

KINEMATOGRAPH WEEKLY
September 7 1933

TRADE SHOW

RADIO'S GREATEST

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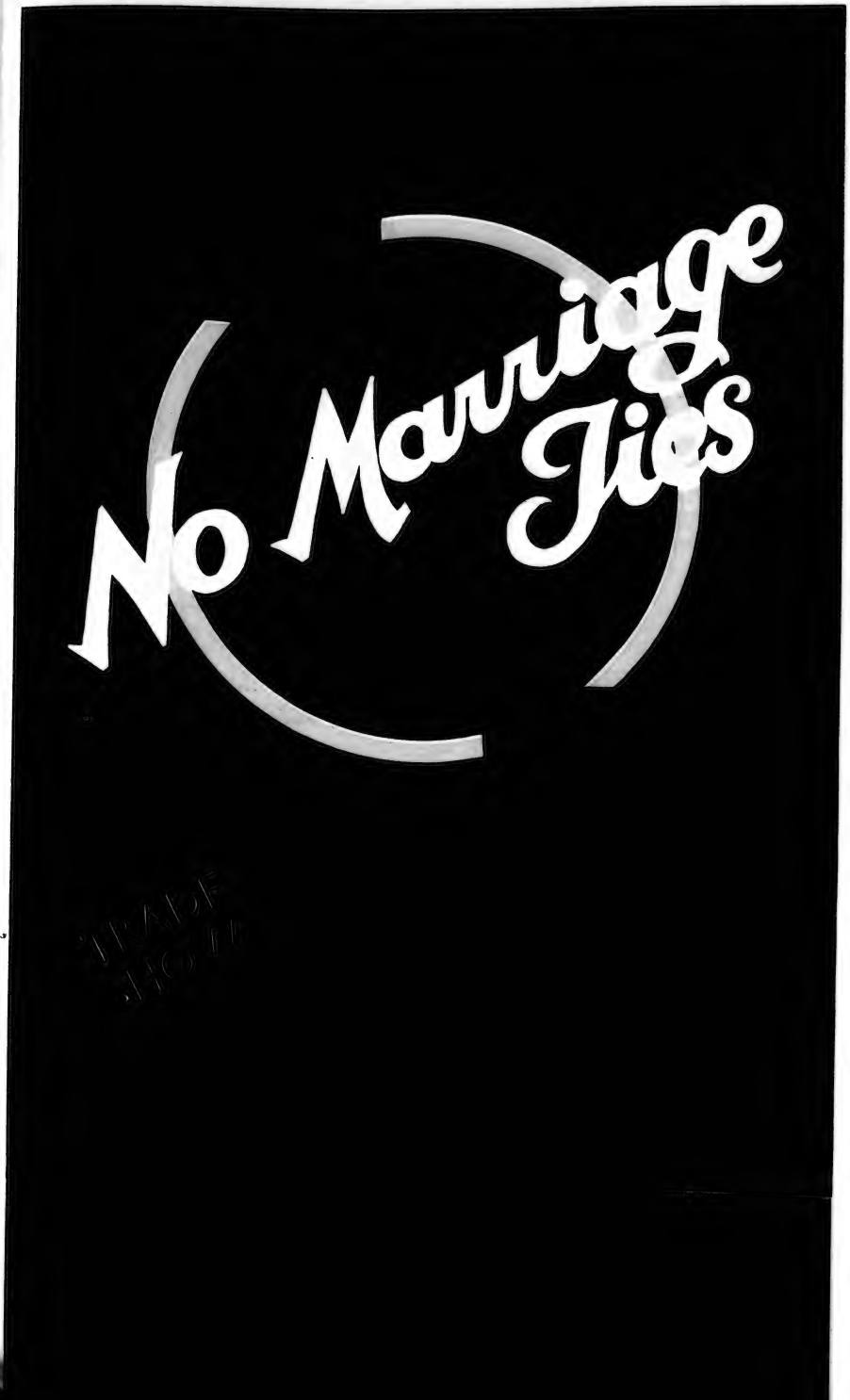
PHOTOPHONE
SYSTEM


No Marriage Ties
TRADE SHOW

TRADE
SHOW

CINEMATOGRAPH WEEKLY
September 7, 1933.

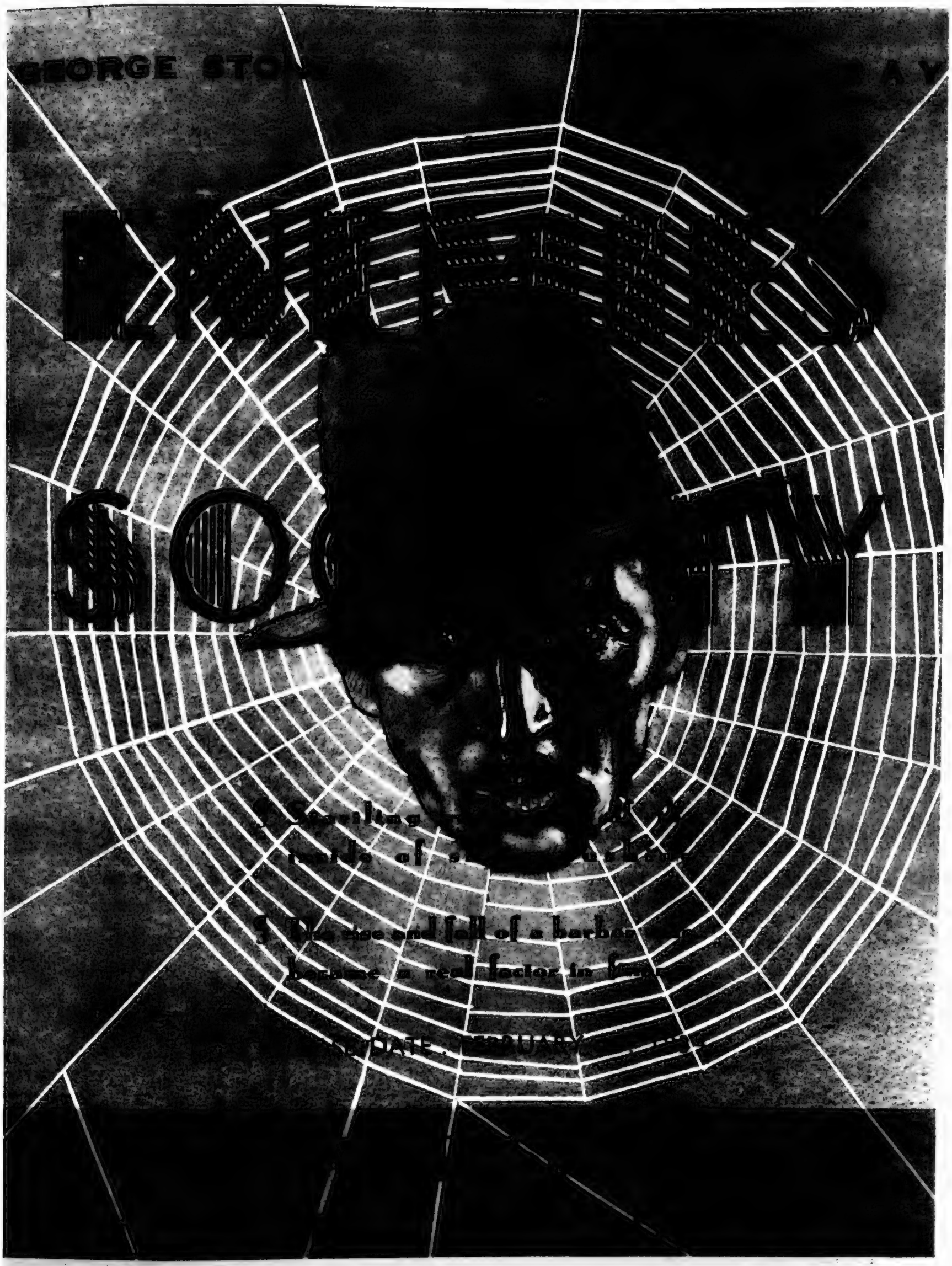
Radio PICTURES
RECORDED BY R.C.A. PHOTOPHONE SYSTEM

TRADE
SHOW

Radio PICTURES
RECORDED BY R.C.A PHOTOPHONE SYSTEM

RADIO'S

GREAT



TUESDAY, September 12, at 3 p.m.

RADIO GREAT 8

EIGHT

KINEMATOGRAPH WEEKLY
September 7, 1933.

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New Films at a Glance

Title and Renter.	R.T. and Certificate.	Stars.	Remarks.	Box-Office Angle.
Big Chance, The (Universal)—American.	60 min. (A)	John Darrow, Merna Kennedy, Mickey Rooney.	Boxing drama, unpretentious entertainment, with a popular appeal. Detail interesting, sentiments pleasing, and fights realistic.	Sound supporting feature for the masses. Juvenile appeal strong.
Curtain at Eight (P.D.C.)—American.	70 min. (A)	C. Aubrey Smith, Dorothy Mackaill, Paul Cavanagh.	Slick, crime drama, with a good story, human interest, and intriguing backstage atmosphere. Good characterisation by strong cast, and resourceful direction.	Good average booking. Unsuitable for children.
Moonlight and Melody (Universal)—American.	80 min. (A)	Mary Brian, Leo Carrillo, Roger Prior.	Backstage, romantic drama, with a good story, sound and versatile characterisation, good tunes, and scintillating spectacle. Human and romantic interests strong, and photography excellent.	Very good popular booking with box-office subject. Harmless for juveniles.
Paddy the Next Best Thing (Fox)—American.	74 min. (U)	Janet Gaynor, Warner Baxter.	Romantic comedy drama, a delightful adaptation of the evergreen play. Captivating team work by stars, charming sentiment, and clean humour.	Excellent star and popular booking. Juvenile appeal strong.
Soldiers Don't Care (Universal)—Australian.	70 min. (U)	Pat Hanna, Joe Valli, George Moon.	Artless, old-fashioned, war-time comedy. Staging fairly good, but humour obvious and drama and sentiment crude.	Very moderate quota booking for small halls. May appeal to children.
Song of Songs, The (Paramount)—American.	80 min. (A)	Marlene Dietrich, Brian Aherne, Lionel Atwill.	Brilliant performance by star in a powerful sex drama, the conventionalities of which are cloaked by clever imaginative treatment. Strong support, colourful atmosphere, and fine photography. Feminine appeal undeniable.	Powerful box-office attraction. Unsuitable for children.

* A British Picture.

REVIEWS FOR SHOWMEN

The Song of Songs

Paramount. American (A). Directed by Rouben Mamoulian. Featuring Marlene Dietrich, Brian Aherne and Lionel Atwill. 7,545 feet. Released January 22, 1934.

BRILLIANT, finely graduated performance by Marlene Dietrich in a conventional sex drama, the artistic and elaborate mounting of which provides a polished veneer, deftly employed to cloak the melodramatic construction of the somewhat obvious story.

The producer has established a sound compromise between the highbrow and the lowbrow, and his lofty treatment of the rather heavy subject results in emotional entertainment, the undeniable strength of which lies mainly in the artistry of the star.

The period atmosphere helps to give the picture glamour, the technical work displays imagination, and the supporting cast is powerful. An outstanding star attraction with limitless box-office potentialities.

Story.—Lily, an orphan girl, living with a bibulous aunt, attracts Richard Waldow, a young Scots sculptor, protége of the lecherous Baron von Morzbach, and he symbolises the purity of her mind and body in stone. They fall in love, but von Morzbach, intrigued by the statue and its original, has no difficulty in stealing Lily from the vacillating Richard.

He marries and educates her, but when he finds he is incapable of fully possessing her he causes her and Richard to meet and taunts them. Lily employs spectacular methods in an unsuccessful attempt to convince Richard that she no longer loves him, and vanishes completely. Some time later, however, she is saved from a life of promiscuity by Richard, and the smashing of the statue, the primary cause of their unhappiness, marks the opening of a new chapter.

Acting.—Marlene Dietrich gives a sensitive performance as Lily, and completes the emotional cycle with accuracy and conviction. Although her portrayal is consistent in quality, her early work, that suggesting the unsophisticated country girl, is most appealing, moving and satisfying.

Brian Aherne is quietly effective, if not outstanding, as Richard; Lionel Atwill is vital as the wicked von Morzbach; and Alison Skipworth, whose appearance is all too short, is excellent as the aunt.

Production.—Robbed of its directorial rhetoric, this film is just bald melodrama, but the imaginative treatment of Rouben Mamoulian, and the glamour and brilliance of the star, enable it to rise above the limitations of the theme and ensure powerful emotional impetus.

The period is not too clearly defined, but it allows for picturesque atmosphere, the colour of which harmonises perfectly with the dramatic construction. There are times when the development is definitely slow, but is always in step with the heavy sex sentiments, and enables the story to work steadily up to a satisfactory and popular climax.

Settings and Photography.—The scenes in the sculptor's studio have the requisite lightness of touch, and the sequences in a fashionable rendezvous, suggesting the heroine's decline, have a drab gayness, but the interior of the baron's home and its detail are very fantastic.

Points of Appeal.—Strong subject, brilliance and box-office magnetism of star, outstanding technical work, imaginative treatment, and powerful feminine appeal.

Soldiers Don't Care

Universal. Australian (U). Directed by Pat Hanna. Featuring Pat Hanna, Joe Valli and George Moon. 6,387 feet. Release date not fixed.

AN artless, old-fashioned Australian war-time comedy, the simple music-hall humour of which is only likely to appeal to the unsophisticated. The technical work is quite good, but the story is feeble and allowed to ramble, and the romantic sentiment is crude. The producer has failed to hold the many issues firmly together, and the absence of experienced craftsmanship prevents the picture from reaching a wide market. Moderate quota booking for small halls

Story.—Chic, Joe and Scotty, three irresponsible Diggers, are in serious disgrace for stealing rum, but earn a reprieve and leave in London by playing an unwitting part in the apprehension of a spy. A light love interest between an intelligence officer and a nurse is threaded into the narrative with the purpose of widening its appeal.

Acting.—Pat Hanna, Joe Valli, and George Moon are the three modern musketeers, and it is their fooling and ability to score laughs with old gags and lines that provides the entertainment, such as it is. John D'Arcy and Prudence Irving are rather stilted as the lovers, and the rest of the support is of little consequence.

Production.—The realistic war-time backgrounds help to heighten the comedy sequences, but the attempt to introduce straight drama and romance is so poorly carried out that continuity is destroyed, and at least half the film is unfolded before it is possible to pick up the threads. Had the picture been restricted in length to between two and three thousand feet and treated solely in a broad comedy vein, it might reasonably have made a first-class comedy short, but the attempts to embellish it have limited its market to small industrial halls, where it may be employed for its quota angle.

Settings and Photography.—The scenes on the Western front are not at all bad, and contribute to realistic atmosphere, but the London sequences are very wide of the mark. Lighting and photography are fairly good.

Points of Appeal.—Simple humour and quota angle.

Curtain at Eight

P.D.C. American (A). Directed by E. Mason Hopper. Featuring C. Aubrey Smith, Dorothy Mackaill and Paul Cavanagh. 6,484 feet. Release date not fixed.

SLICK, smooth crime drama with an intriguing backstage atmosphere, the fantastic story of which displays sufficient ingenuity to withhold the identity of the murderer until the end, thus procuring sustained dramatic interest.

The characterisation, furnished by a strong cast, is uniformly good, and the directorial work and detail are efficient. Human and feminine interests, too, are not neglected, their essential presence being cunningly employed to temper the thrilling entertainment. Good average booking.

Story.—A matinée idol, an incorrigible philanderer, is mysteriously shot during a stage party. His wife, a sister of a girl whom he had driven to suicide, the fiancé and father of his leading lady, whom he had planned to run off with, a racketeer, and an ape, cast in the play, are among the suspects, and it is the manner in which a human detective discovers the culprit, the suicide's sister, but saves her from arrest, that provides fantastic but satisfying entertainment.

Acting.—C. Aubrey Smith is cast in an unusual rôle for him, that of the humane and sympathetic detective, but he gives it an amusing and convincing imitation of the American "flat foot," and brings all his stage experience to bear.

Paul Cavanagh makes a polished philanderer, Dorothy Mackaill is strong yet human as the murderess, and Marion Shilling, Natalie Moorhead, Hale Hamilton and a host of other well-known players competently fill the supporting rôles.

Production.—The story is a trifle involved, and its denouement is not abundantly clear at first, but slick treatment, exceedingly good characterisation, and fascinating atmosphere enable the complexities of the plot to build up thrilling suspense and holding drama.

The fantastic nature of the theme is certainly no bar to the picture's success, and its wide appeal, coupled with its outstanding cast, make it a first-class general attraction.

Settings and Photography.—The backstage detail is interesting, the murder is committed with a dexterity that arouses suspense, and the supplementary interiors and exteriors are realistic. Lighting and photography are effective.

Points of Appeal.—Exciting and holding story, human interest, good drama, strong cast, resourceful direction and realistic presentation.

Moonlight and Melody

Universal. American (A). Directed by Karl Freund. Featuring Leo Carrillo, Mary Brian and Roger Prior. 7,498 feet. Release date not fixed.

BACKSTAGE romantic drama, a picture which approaches a conventional story from a human angle and dresses it attractively. The staging is not as ambitious as in some we have seen, but it is nevertheless effective and displays ingenuity.

The atmosphere and detail have all the appearance of authenticity, the by-play is bright, the music tuneful, and the characterisation lifelike. The film not only represents good popular entertainment, but, by keeping pace with the present vogue recreated for musical dramatic fare, has all the symptoms of a box-office success.

Story.—George Dwight, a song writer, is befriended by Sally, attractive proprietress of a small-town music shop, but forgets her when he achieves fame on Broadway. He attempts to break away from rapacious agents and produce his own show, but his backers let him down. Elsie, his versatile leading lady, however, staves off defeat by persuading an admirer, Nick, an incorrigible gambler, to put up some money, but he loses his interest to Powell, another gambler, in love with Sally, who, meanwhile, had left her shop to join the show.

He insists upon starring her, but when she realises that she is ill-equipped for the job she gently informs him that she is in love with Dwight, and he gallantly allows her to win his interest in the show and quietly retires. The show goes on, and its success is crowned by Sally's marriage to Dwight.

Acting.—Roger Prior, who makes his first screen appearance, is exceedingly good as Dwight, and obviously has experience and ability. Lilian Miles is a versatile trouper as Elsie, and can sing and mime cleverly; Mary Brian is a modest and attractive Sally; and Leo Carrillo and Herbert Rawlinson draw good character as Nick and Powell.

Production.—This picture tells a simple human story, and although it contains scintillating stage spectacle, it always remains in good dramatic perspective. The sentiments are homely and friendly; the musical score, which includes many attractive numbers, is tuneful, and is deftly employed to give the gentle action easy rhythm; and the interesting and illuminating detail of backstage life is cleverly employed to colour the canvas.

The players are not recruited from established top-liners, but they know their job and set about it with an earnestness and sincerity which brings charm and appeal to the orthodox plot, and popular entertainment to the fanciful by-play.

Settings and Photography.—The early small-town sequences are refreshingly unpretentious, the Broadway detail is realistic, while the revue numbers and dance ensembles are particularly effective. Lighting and photography excellent.

Points of Appeal.—Popular subject, good story, pleasing sentiment, crisp humour, romantic interest, sure song hits, experienced treatment, and clever and effective stagecraft.

The Big Chance

Universal. American (A). Directed by Al Herman. Featuring John Darrow, Merna Kennedy and Mickey Rooney 5,475 feet. Release date not fixed.

UNPRETENTIOUS boxing drama, a feature which reveals all the tricks of the "leather-pushing" racket, and turns them into pleasant entertainment with a modest punch. The popular story leads to good fisticuffs, and the fights are relieved with simple romance and popular humour. The staging is satisfactory and results in convincing atmosphere, and the principal players draw interesting character. Sound supporting feature for the masses.

Story.—Frankie Morgan, a young boxer, is exploited by "Flash," a crooked manager, and wins or loses fights to order. While visiting a small town he meets and falls in love with Mary, a local girl, and his interest in her alarms Flash, who is afraid that he will want to go straight.

Flash's fears are not unfounded, and he not only tries to separate Frankie and Mary, but kidnaps Mary's small brother, Arthur, when he overhears plans to throw a fight. Frankie, however, rescues him and re-establishes himself in the favours of Mary, who meanwhile had learned of his past dishonesty, by fighting to win in a champion contest.

Acting.—John Darrow is a virile and likeable Frank, and fights with conviction. Merna Kennedy is a pretty Mary, Mickie Rooney is engaging as Arthur, Matthew Betz is every inch the villain as Flash, and Hank Mann supplies the comedy relief.

Production.—Conventional ingredients are mixed with a sure hand, and the ingenuous entertainment unfolds against a convincing background which mirrors all the roguery of the boxing racket with dramatic detail. The fights are not lacking in action and realism, and such important essentials as romance, comedy and juvenile interest pattern logically into the development, completing a popular design.

Clean in its sentiment, spirited in pace, and convenient in length, the film represents an acceptable average programme proposition for the majority.

Settings and Photography.—The small-town atmosphere is homely, the fights are staged on a realistic scale, and lighting and photography are satisfactory.

Points of Appeal.—Popular subject, good fights, healthy sentiment, refreshing atmosphere, smooth action, popular embellishments, and handy footage.

Paddy the Next Best Thing

Fox. American (U). Directed by Harry Lachman. Featuring Janet Gaynor and Warner Baxter. 6,800 feet. Released January 1, 1934.

ROMANTIC drama, a refreshing adaptation of the successful novel and play of the same name, which drifts pleasantly along, providing clean, popular entertainment, disarmingly artless in construction. Janet Gaynor is delightfully and perfectly cast in the name part, and her whimsical humour and engaging simplicity contrast effectively with the quiet masculinity of Warner Baxter, whose strong, attractive personality saves the sentiment from mawkishness.

The story is set in a picturesque atmosphere, and the supporting team-work and direction are competent. Following swiftly on the success of "Daddy Long Legs," in which the same team scored so heavily, this picture, evergreen in its appeal, is certain to register decisively at the box-office. Excellent general booking.

Story.—Paddy, a lovable well-meaning tomboy, younger of an improvident Irishman's two daughters, decides to save her sister, Eileen, from marrying Lawrence Blake, a wealthy and attractive admirer, selected by her father. Her transparent methods do not meet with success at first, and things go badly with the family following her father's untimely death, but in the end Lawrence transfers his affections to her, she reciprocates, and Eileen marries Jack, the man of her choice.

Acting.—Janet Gaynor has all the charm, irresponsibility and physical qualifications for the rôle of Paddy, and delightfully expresses the story's pretty sentiment and quaint Irish humour.

Warner Baxter is understanding and likeable as Lawrence, makes an excellent foil for Gaynor, and strengthens the entertainment through his likeable personality and experienced treatment of the part. Walter Connelly is very good as the father. Margaret Lindsay and Harvey Stephens are adequate as Eileen and Jack respectively, and the supporting types are etched with conviction.

Production.—Harry Lachman, the director, has cleverly captured the spirit of the play and translates its charm, quaint humour and irresistible romance to the screen through his popular and clever stars whom he so competently handles.

The central theme is embellished with wholesome by-play, and warm sentiment, nearing at times the borderline of tears, punctuates the simple comedy. The development is unhurried, but it admirably fits the mood of the play, and any suggestion of tedium is skilfully avoided.

Universal in appeal, and strong in popular entertainment values, this film is a confident winner.

Settings and Photography.—The picturesque atmosphere does not entirely escape from the artificial, but it fulfils its purpose admirably, and provides every situation with a perfect setting. Lighting and photography are excellent.

Points of Appeal.—Title, star, simple human story, delightful sentiment, quaint irresistible comedy, refreshing atmosphere, and obvious exploitation angles.

RESERVE YOUR DATES

COLUMBIA

GEMS OF THE SCREEN

PICTURES

In the above photograph of the party at the "Cavalcade" ball, recently held at Folkestone, will be seen Mr. and Mrs. S. G. Newman, Stanley Lupino, Nancy Burns, Walter Bentley, Laura la Plante, Irving Asher, Mr. and Mrs. Leslie Fuller, Mr. and Mrs. D. E. Griffiths, John Stuart and Richard Cooper

Latest from Hollywood *By Phil Lonergan*

COLMAN RETURNING TO HOLLYWOOD

Inquiry into Working Conditions of Film Extras

RONALD COLMAN will return to California before December, according to word received by William Hawks, his friend and representative, which gives emphatic denial to the published statements that the English star will make one, or even several, pictures abroad.

Plans for Colman's screen activities on his return to Hollywood have not yet been determined. They are being influenced by the widespread success of "The Masquerader," the picturisation of the famous dual rôle melodrama in which Colman completed his work for Samuel Goldwyn last year.

Timid Extras

The Motion Picture Academy of Arts and Sciences is investigating working conditions of the extras through the Motion Picture Employees' Code Conference, and, according to Frank Woods, chairman of the committee, he has heard that various extras have received threats of reprisals if they testify before the committee.

In consequence, many extras are unwilling to testify. Mr. Woods, however, says that no threats have been made against extras who have been called to testify before the committee.

Members of the Academy have been receiving anonymous letters and 'phone calls reciting instances of long hours, favouritism and low wages.

Active Again

Conway Tearle, who for several years did not work in the Hollywood studios, and claimed that he was blacklisted, is once more in demand. He has been signed to play one of the leading rôles in "The Vinegar Tree" for Metro-Goldwyn-Mayer. This British actor scored an emphatic success in the New York stage production of "Dinner at Eight."

Columbia's Budget

Columbia plans to expend $100,000 on advertising its films during the current year, according to a recent announcement. It is also stated officially that $12,000,000 will be spent on productions during the 1933-34 season.

The Gaynor Contract

Janet Gaynor has signed a four-year contract with Fox, calling for three pictures a year, which is on an average of one every four months. As Fox has Lilian Harvey and Heather Angel under contract, it can afford to permit Miss Gaynor to make fewer pictures than heretofore.

Old Serial Revived

"The Perils of Pauline," produced many years ago with Pearl White in the title rôle, is to be produced by Universal as a talkie, with a cast including Evalyn Knapp, Hugh Enfield, John Davidson, James Durkin and Sonny Ray. The first episode will take place in Java.

Thalberg's Post

Irving Thalberg, Metro-Goldwyn-Mayer executive, who recently returned from a long vacation in Europe, will not supervise all M-G-M films, as he did for so many years, but will produce a certain number of films. During Thalberg's absence, David Selznick, Walter Wanger and other producers have been elevated to posts equal to that of Thalberg.

Garbo Players

Lawrence Grant is the only English actor to play an English rôle in "Queen Christina," Greta Garbo's new M-G-M picture, in which she is reunited with John Gilbert.

Three other English actors, C. Aubrey Smith, David Torrence and Reginald Owen, play Swedish rôles. Grant, however, enacts the part of the British ambassador.

Others in the cast are Lewis Stone, Ian Keith and Elizabeth Young.

A New Theme

Columbia pictures are keeping up with the times by preparing to produce "Secret Agent," which deals with President Roosevelt's announced intention of creating a national "Scotland Yard" to deal with the present crime wave. Edmund Lowe will probably play the leading rôle.

Back to "U"

Edward Sedgwick, who has been one of M-G-M's leading directors for several years, has returned to Universal, where he received his start in the films.

Sedgwick, noted for his comedies, will commence his new contract as the director of a Slim Summerville-Andy Devore comedy, followed by films starring Summerville and Zasu Pitts, and others featuring Edward Everett Horton and Edna May Oliver.

WARNER'S NEW MUSICAL

"FOOTLIGHT PARADE" IN PRODUCTION

Warner Bros. announce that "Footlight Parade," their next musical picture, is now in production at the Burbank studios with Lloyd Bacon as director of dialogue and Busby Berkeley as director of singing and dancing.

The screen play is by Manuel Seff and James Seymour, while the musical numbers were composed by Walter Donaldson, with lyrics by Gus Kahn.

"Footlight Parade" has a cast which includes James Cagney, Joan Blondell, Ruby Keeler, Dick Powell, Hugh Herbert, Frank McHugh, Arthur Hohl, Gordon Westcott, Claire Dodd, Ruth Donnelly, Renee Whitney, Juliette Ware, Herman Bing, Paul Porcasi, Guy Kibbee, William Granger, Charles Wilson, and Philip Faversham.

DICK POWELL AND RUBY KEELER

"SWEETHEARTS FOR EVER"

Responding to the popular acclaim accorded Dick Powell and Ruby Keeler, as the juvenile love interest in the Warner's recent musical successes, the young couple will be co-starred in "Sweethearts For ever," which is described as a gay musical romance.

MARY ASTOR AND WILLIAM POWELL

"THE KENNEL MURDER CASE"

William Powell's next starring picture for Warner Bros., "The Kennel Murder Case," by S. S. Van Dine, is in active preparation at the Burbank studios, and according to information received, Mary Astor has been signed for the leading feminine rôle. The story will be based on the latest of the Van Dine mystery novels, setting forth the strange adventures of Philo Vance—a character that William Powell has already played with great success on the screen.

"A safe popular attraction"—*Kine. Weekly.*

WILLIAM FRESHMAN in

LUCKY BLAZE

ACE FILMS LTD GERRARD 5745

SUMMER CLOSING IN IRELAND

White Cinema Club Proposal Dropped

THE unusual holiday weather and the motor races which attract thousands of people who might otherwise patronise kinemas, provided a lengthy discussion for those who met at the White Cinema Club in Belfast last week, under the chairmanship of W. J. Hogan.

The question of a unanimous decision to close during the summer months was raised at the previous meeting, and was brought forward by Will White (Duncairn), who said that he still felt if it could be arranged it would be an excellent idea, but there must be unanimity in each district, and this would be difficult to get. The people, when they found that on a wet night they had to go down town to a first-run house, would appreciate what it was to have entertainment provided in their own districts.

J. M'Cann (Diamond) said that he had found that if one closed down even only for a week the great task was to get people to come back to the house at once. It would take six or eight weeks. He would agree to close down, say, for a week, if the other houses in his district would agree to take it in turn to close down. A rota system might work if they could get unanimity as to when each house should close in a particular district and as to the length of time, but he felt that the problem bristled with difficulties.

Mr. Hogan said his house was situated in the same district as Mr. M'Cann's, and whilst they might come to some arrangement, they must not overlook the fact that they could not get unanimity from all houses in each immediate neighbourhood, and it would therefore be best to leave matters as at present. This was agreed to.

It was decided to hold the Annual Bowling Tournament at Fruithill Park, Belfast, on Tuesday, September 21, and members are to be the guests of the club at luncheon and tea.

A vote of condolence was passed with the relatives of the late Tom Harris, a former secretary of the club.

Changes in Personnel

With the recent promotions to managerships of T. Hanlon to Columbia, and Godfrey Nash to Warners, other changes in staff appointments are inevitable. So far, the latter has selected Charles Parkinson to travel the Free State, whilst the former has C. Penn, formerly with Wardour, as one of his representatives. Both of them are exceedingly well known in Trade circles. Other appointments will be following in the course of the next week or two.

A Perambulating Speaker

Prior to having the largest RCA loudspeaker in the British Isles installed, the management of the Picture Palace, Londonderry, had the apparatus taken round the city and district on a special conveyance with appropriate posters announcing the fact—a good example of keen showmanship.

New Belfast Kinema

Plans for the new house in Tennent Street, Belfast, have been submitted to Belfast Corporation for approval.

Londonderry Changes

Rialto Theatres, Ltd., proprietors of the Opera House and Rialto Cinema, Londonderry, have taken over the Picture Palace in Shipquay Street, and are spending £4,000 on a big improvement scheme which will include the building of a balcony and the installation of new heating and ventilating plant. Joe Donaghy, managing director of Rialto Theatres, Ltd., announces that Mr. Joey, who has managed the house for the past five years, will continue in that position.

Redecorations

The Winter Gardens, New Brighton, are being partly redecorated. Arrangements have been made so that the work will not inconvenience patrons in any way. The ceiling will not be done at present because scaffolding would be required. This part of the work will be done when the theatre is closed for a few days prior to Christmas.

"THE WORKING MAN" SCORES

GEORGE ARLISS AT MARBLE ARCH

George Arliss in "The Working Man" has enjoyed the most remarkable triumph of his career, since "The Millionaire," at the Regal, Marble Arch, where this latest Warner winner is now on pre-release run. The Regal, despite the heat-wave, has been doing exceptionally good business, registering figures approaching the record set up by Warners' "42nd Street."

"THE POWER AND THE GLORY"

RECORDS CHALLENGED IN AMERICA

Unanimously rated as one of the greatest pictures of the year, "The Power and the Glory," which Jesse L. Lasky made for Fox, is challenging the "Cavalcade" records set up at the Gaiety Theatre, New York.

Since the second day the picture has been selling out. "Standing Room Only" notices have had to be displayed at every performance. Advance booking has been tremendous, and three performances had to be given on Saturday and Sunday.

Nearly 12,000 stood to see the picture during the first week. The Press has given it four stars, the highest entertainment rating mark.

Trade Sport

INTER-CITY GOLF

Sheffield Team to Meet Manchester

MEMBERS of the Sheffield Screen Golfing Society visit Manchester on Sunday for an inter-city match with the Manchester Trade golfers. The Sheffield team will be F. Ives, H. Silvey, S. Walker, H. Walker, Horace Routledge, Sydney Kirkham, T. Green, Harry Mitchell, Syd. Caverson, Arnold R. Favell, T. Mayo, and S. Booth. The journey will be made by road.

Sheffield Golf

Members of the Sheffield Screen Golfing Society had a most enjoyable day on Wednesday when competitions were played over the course of the Lees Hall Club. The first class medal was won by Horace Routledge (Rotherham), and the winner of the second class was Arnold R. Favell. There was a large number of competitors.

Northern Golf

A 36-holes competition for the Fleming Memorial rose bowl, held by the members of the Northern Counties Golfing Society, on the course of the Durham City Golf Club, was won by W. Thorburn, with a net score of 148. In addition to receiving the challenge trophy, the winner received a pewter tankard. Second prize, six cut-glass tumblers, was won by J. Harris, 152 net; third prize, thermos vacuum jug, by W. Thompson, 155 net; and fourth prize, golf balls, by F. W. Wolters and J. Harwood, who tied at 156 net.

Special prizes for the best returns in the afternoon round were won by H. Griffith and G. Bolam.

The prizes were presented by Miss Travers, who also presented the prizes won in a knock-out competition by J. V. Peall, to whom J. Harwood was runner-up.

Sunday's Screen Golfing

"A most delightful day, weather perfect," was how a playing member of the Screen Golfing Society described Sunday at Stoke Poges. It was "Cinema" challenge cup day, there being 36 players, a very good entry for this period of the season.

T. G. Wallis (8) won with a net score of 137, Maurice Elvey's silver tankard to the runner-up went to G. Isaacs (22), net score 141, and S. Bodlender's silver tankard for the best afternoon score was won by S. H. Davis (22), with 68.

The standard of play was really very good, as the following table of the first ten shows:—

	M.	A.	H.	Net Total.
T. G. Wallis	70	67	(8)	137
G. Isaacs	68	73	(22)	141
S. Foster	72	70	(22)	142
S. Bodlender	67	76	(17)	143
H. T. S. Young	70	74	(9)	144
A. C. Pope	74	71	(4)	145
A. G. Pears	72	74	(20)	146
S. G. Crawley	77	70	(6)	147
G. Clavering	70	77	(20)	147
A. Davis	75	73	(20)	148

The bogey for the course is 148 and these ten players beat bogey. Four scored under 70, and there were five scores of 70, all of which demonstrate the form displayed both morning and afternoon.

Lancs Golfers

There was a record entry of members of the Lancs and Cheshire Screen Golfing Society for their 36 holes medal competition, held at Dabyhulme, for the £50 cup presented by H. D. Moorhouse, and other prizes. The trophy and replica was won by Alf. Ingham, of the Grand, Burnley. He started from a handicap of 13 each round, and returned 134 net. From a similar handicap Leslie Lever was second with 137 net.

The best gross score of the day was by J. Mawdsley (F.N.), with 157, starting from 9 handicap. He was awarded a special prize given by W. and F.

LANCS OLD BOYS

BOWLS HANDICAP

The Committee of the Lancs Cinema Old Boys have arranged to hold another bowling handicap, open to trade members, on Friday, September 16, at the Brooklyn Hotel, Green Street, Bolton. The chairman of the L.C.O.B., James Brearley, has offered prizes.

It is hoped to make an early start with the games, and those members who have motor cars are asked to report at Gaumont's, Manchester office, at 1.30 p.m. on the day of the games

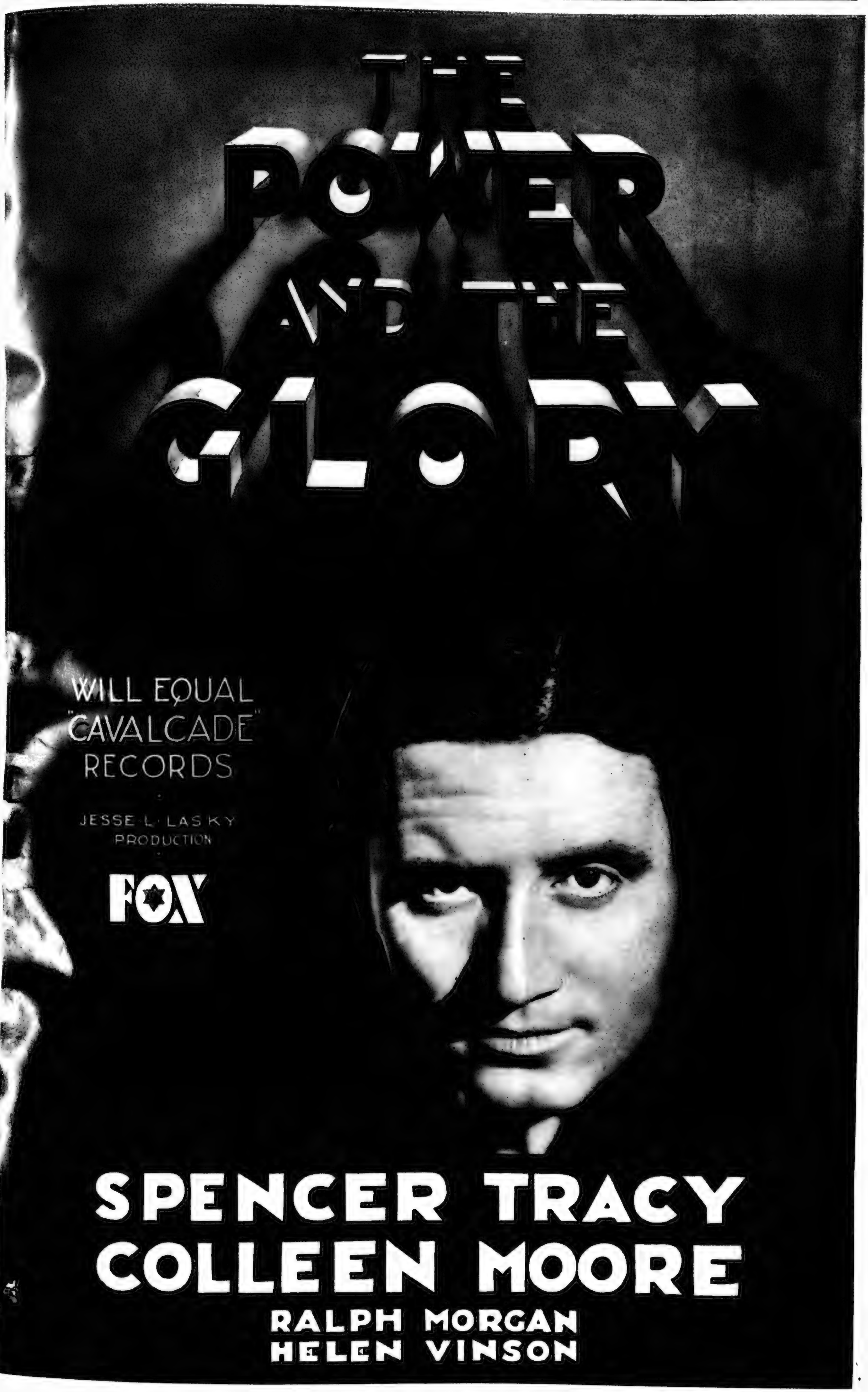
G.-B. Swimming Gala

The Gaumont-British annual swimming gala will be held at Marshall Street Baths on Tuesday, October 10. The following events are open to the Trade: Men's two-lengths open championship; ladies' two-lengths open championship; men's team race; ladies' team race.

In addition to these events, there will be club races, exhibition swimming and diving, and a polo match.

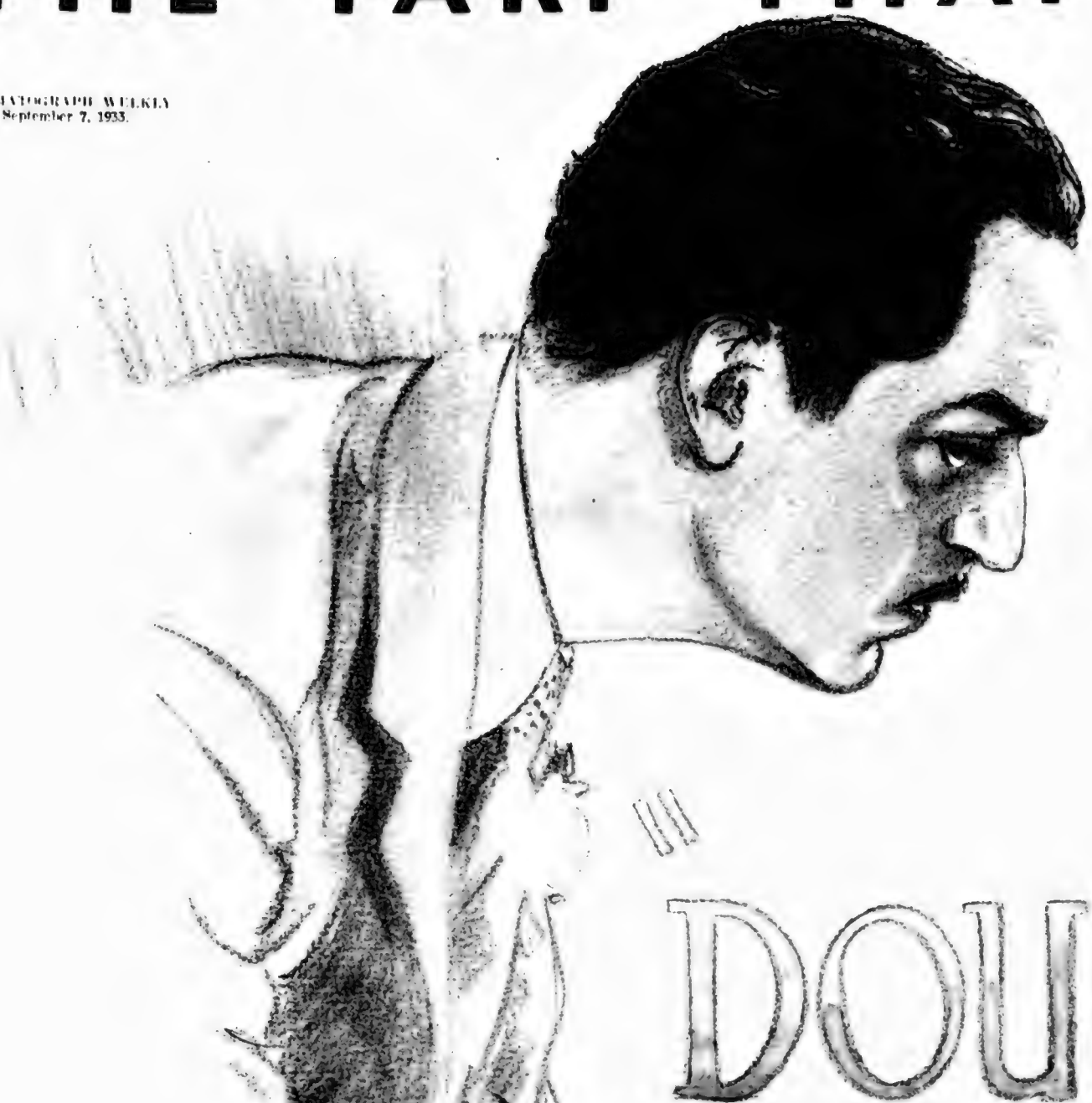
MANCHESTER SEAT SLASHING

Another instance of seat slashing occurred at the Paramount Theatre on Friday last, making the twentieth in three weeks. The vicious epidemic has become so serious that the theatre is employing special watchers. W. Greenfield, the general manager of the theatre, informs us that the cuts have all been made straight across the seats with razor or safety razor blades.


THE
POWER
AND THE
GLORY
WILL EQUAL
"CAVALCADE"
RECORDS
JESSE L. LASKY
PRODUCTION
FOX
SPENCER TRACY
COLLEEN MOORE
RALPH MORGAN
HELEN VINSON

H—29-32

THE PART THAT WAS



DOUBLE

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TAKEN AMERICA
BY STORM

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TRADE SHOW PRINCE EDWARD

MADE FOR William POWELL

KINEMATOGRAPH WEEKLY
September 7, 1933

SEE HIM AS THE WAYWARD LOVER

WITH Ann HARDING

HARNESS

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JAN. 15, 1934

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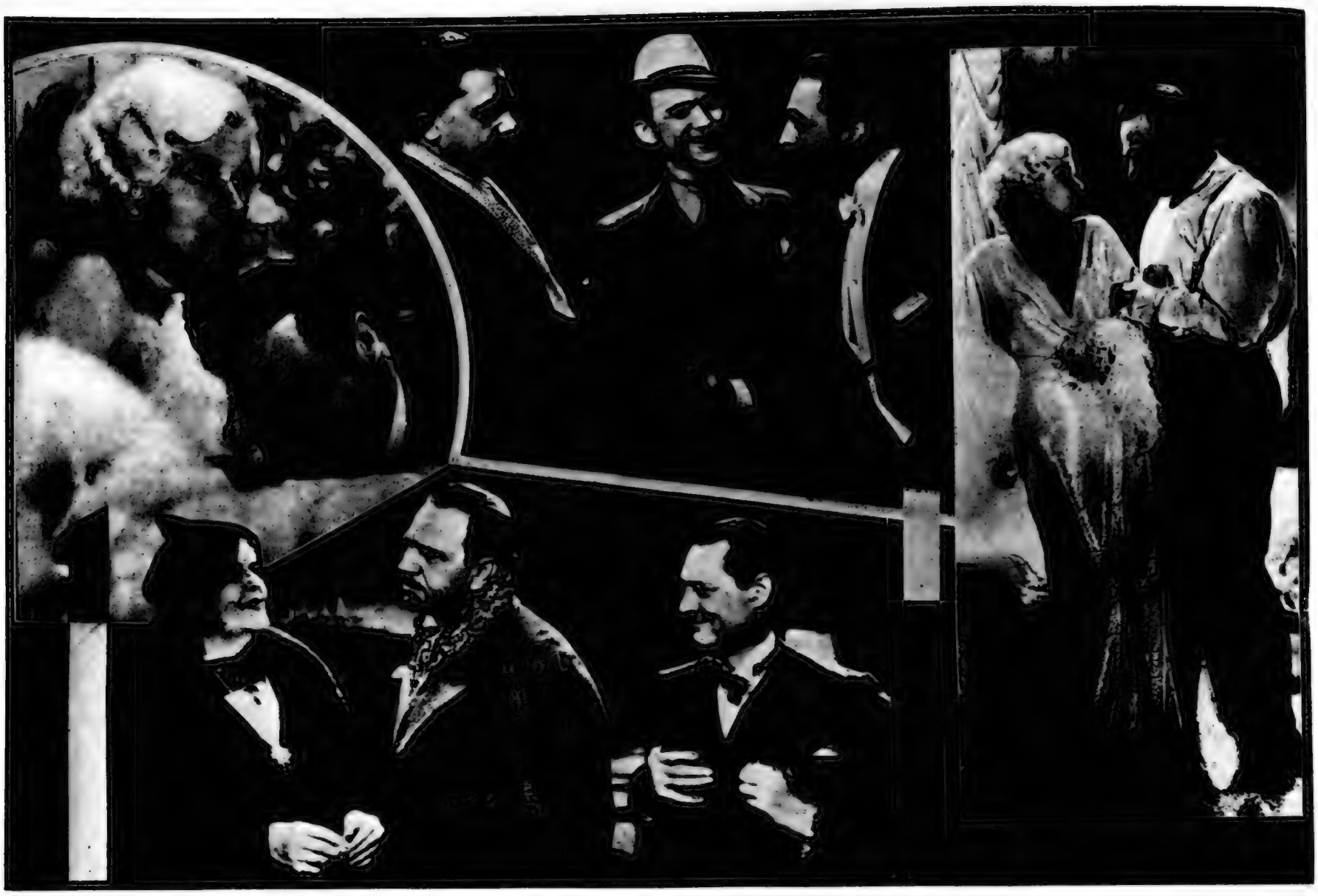
D THEATRE WEDNESDAY SEPT. 13 at 8·45 p·m

"DINNER AT EIGHT"



With Marie Dressler, Wallace Beery, John and Lionel Barrymore, Jean Harlow, Lee Tracy, Madge Evans, Billie Burke, Jean Hersholt and Edmund Lowe in the cast, the importance of M-G-M's presentation of DINNER AT EIGHT, at the Palace and Prince Edward Theatres, may be appreciated

"I COVER THE WATERFRONT"

United Artists' big attraction, I COVER THE WATERFRONT, featuring Claudette Colbert, Ben Lyon and Ernest Torrence, was Trade shown on Tuesday evening

Paul Braun, who has just signed a long-term contract with Warner

MARLENE LEAVES PARIS

TO TAKE UP "CATHERINE" ROLE—BIG STUDIO BLAZE

By Our French Correspondent

FOLLOWING a telephone message with Josef von Sternberg, her director, Marlene Dietrich is leaving for Hollywood to play lead in a film dealing with Catherine the Great of Russia. She will be gone three or four months. She told friends in the Paris hotel last week she had not read the scenario but the rôle interested her, and would sail at once, leaving her husband, Rudolph Sieber, and their child in France.

However, she regrets her absence through the autumn, as she had anticipated playing the part of Prince Orlowsky in "Fledermaus" as arranged, which Max Reinhardt is producing on a Paris stage in November.

Miss Dietrich confessed she would redon her famous pantaloons on her return to Hollywood, as the life there is suited for such a garment. She seems to think skirts are more suitable in Europe.

"Song of Songs" was released on Friday at the Miracles, as "Cantique d'Amour."

The Studio Fire

The studio belonging to Braunberger-Richebe, at Billancourt, a suburb of Paris, was partly destroyed by fire last week. Two persons were injured. The premises were being used by Liano Film for interiors of "La Bataille," being made in French and English versions from the scenario arranged by Claude Farrere himself.

This film, dealing with the Japanese fleet, is featuring Charles Boyer and Mareno in the French edition, who were absent at the time of the fire. Serge Pimenoff, studio director, states much of the film is lost and the damage is extensive.

Fox in France

Winfield Sheehan was in Paris all last week, conferring with J. C. Bavetta and Erich Pommer on the future output of the Fox Europa producing concern in France. "Matricule 33," first Fox output at the Joinville studio, is opening the season this week at the Edouard VII kinema, the Fox Paris showcase.

Sylvia Sidney was also in the French capital but has kept out of the way.

The Twickenham Opus

"The Wandering Jew" ("Le Juif Errant") made at Twickenham Studios from the piece of E. Temple Thurston, is to be distributed in France by the new B.C.K. concern. Conrad Veidt is locally described as a new Frigoli.

STAR, BO'NESS, REOPENED

The Star Theatre, Bo'ness, was reopened on Thursday evening after being closed for most of the summer, during which time the theatre has practically been rebuilt. The Provost, magistrates and town councillors were among the invited guests in attendance at the special opening performance, and many expressions of admiration were heard at the changes that had been made. I. R. Steven, J.P., the managing director of the company, introduced Baillie McLean, who performed the informal opening ceremony.

The decoration of the theatre has been carried out in lavish style, while the seating equals that of any city house for luxury and comfort. A new balcony has been fitted to seat over 200 people.

The building now includes a tea-room and lounge, but these are not quite ready, and the exterior is also not quite complete. When finished the theatre will present an imposing appearance, and will add lustre to the Star circuit, controlled by Mr. Grove.

THE "NEW DEAL"

UNIVERSAL'S PROCLAMATION

An attractive piece of art work introduces the Universal announcement of its 1933-4 programme. It takes the form of an illuminated parchment scroll heralding "Universal's New Deal For 1934," and details 36 of the features which will comprise the forthcoming schedule.

As a matter of fact, the list errs on the moderate side, for since it was originally drawn up the names of a further 28 pictures have been added.

The scroll is very attractively designed and the illumination is carried out in some nine colours, the employment of which and the general layout makes for a strikingly original announcement.

HITCHCOCK STARTING PRODUCTION

"Waltzes in Vienna" at G.-B. Studios

Douglas Fairbanks, Jr., First For London Films

By P. L. Mannock

AFTER some months of preliminary arrangements, the Tom Arnold production of "Waltzes in Vienna" is due to start early in October, under the direction of Alfred Hitchcock, who has not made a picture since his "No. 17" for B.I.P. in 1931.

It will be made at the Shepherd's Bush studios of G.-B., who have lent Sonnie Hale and Jessie Matthews to be the leads, and Fay Compton and Esmond Knight are in the cast.

EDWARDS IN IRELAND

"General John Regan"

I found a wonderful trick village erected on the B. and D. outdoor lot last Thursday. Chrissie White, who returns to the screen in "General John Regan," told me how Henry Edwards put in five days of crowd scenes on the Irish village set last week and was able to finish well on schedule owing to the fortunately brilliant spell of weather.

The highlights of these sequences included the unveiling of the General's statue in front of a crowd of seven hundred people, nearly all of them Irish, and a procession staged outside Elstree, in which the Luton Town Band, a troop of sea-scouts and twenty-five Italia Conti children took part.

Lennox Robinson, the Irish dramatist, co-operated on detail.

"Tedwards" and his unit are now in Hilltown, County Down, where location shots are being obtained. Props, which they have taken with them, include an American touring car and a dilapidated tricycle. Latest news indicates that the company is busy in excellent weather.

"TROUBLE"

Sydney Howard at Work

Within at B. and D. I watched a stewards' mess-room scene with Sydney Howard, Wally Patch and Gecrge Turner at work.

The Howard unit on "Trouble" has had a great location trip to Tangiers and other places on the Mediterranean seaboard. Maclean Rogers and his unit have returned with some excellent material and with many good stories of the difficulties of filming in the native quarter of Tangiers. They express their extreme gratitude, however, both to the Orient Line, aboard whose vessel, the *Orford*, shooting was facilitated by the willing co-operation of the steamship officials, and to the Tangiers police, who appear on the screen.

G. F. Stegmann is responsible for the art direction.

"Song of the Plough," the Sound City Production, is now completed, and enters the cutting and editing stage. Through the very real co-operation of a number of farmers many fine landscape and farm life scenes have been obtained.

"KONGO RAID"

Unit Leaves for Africa

Most of the scenes for the ambitious London Film Production, "Kongo Raid," will be shot in Africa. This picture will bring to the screen the late Edgar Wallace's character, "Sanders of the River," and will also contain big game sequences. A unit left for Africa last week and will film at Lagos. It will then proceed nearly one thousand miles up the Congo river to Stanleyville. A great many of the sequences will be taken near this famous African town, and over three hundred native war canoes, each holding some sixty men, have been assembled in order to take native warfare scenes.

The second unit engaged on "Kongo Raid," in charge of Herr Grosse, the well-known big game hunter, lands at Dar-es-Salaam on the East Coast and will proceed into Tanganyika in order to take big game shots. Some amazing sequences of big game ever taken have already been shot from the air by Ernst Udet, the famous German air ace.

"Kongo Raid" is directed by Zoltan Korda.

"JACK AHOY"

Forde Completing Cast

This picture goes on to the floor at Shepherd's Bush in a few days.

Walter Forde is directing and Jack Hulbert will be seen this time in the rôle of a sailor. Tamara Desni and Alfred Drayton will be in the cast.

LIPSCOMB'S UNIT

"Colonel Blood"

The scene in which Colonel Blood (Frank Cellier) meets Barbara Castlemaine (Anne Grey), the King's mistress, for the first time, has been filmed this week at Sound City. Like the King and the more intelligent of his courtiers, Barbara Castlemaine is attracted by this man's singular personality, seated together in a window that overlooks Whitehall Gardens.

Princess Helen of Greece, the ex-Queen of Roumania, accompanied by her two sisters, the Princesses Irene and Catherine, visited Sound City last Thursday.

Inside the studios they saw a "Colonel Blood" scene in which Colonel Blood on his way to execution, and heavily bound, is received by the King, who grants him a last interview.

Judy Kelly is the heroine of THE CRIME ON THE HILL, now being directed by Bernard Vorhaus at Welwyn for Pathe release

PHYLLIS DARE

In "Crime on the Hill"

At Welwyn studios Bernard Vorhaus is well advanced with the footage of "Crime on the Hill," the thriller for Pathé Pictures.

Judy Kelly, Phyllis Dare, Lewis Casson, Sally Blane, George Merritt, Sir Nigel Playfair, Anthony Bushell, and Gus McNaughton are leading players. The cameraman is Claude Friese-Greene, and Frank Mills assistant director.

A YOUNG TSAR

Douglas Fairbanks, Jun.

Shooting begins this week on Douglas Fairbanks, Jun.'s, first picture for London Film Productions, which bears the tentative title of "Catherine the Great." Mr. Fairbanks is playing the part of the young Tsar Peter III, opposite the famous Continental actress, Elizabeth Bergner, who plays Catherine. The star part of Tsar Peter III is probably the most difficult of Douglas Fairbanks, Jun.'s, brilliant career, and will give him the greatest possible scope for his ability. The young Tsar's character was moody, cruel, suspicious and amorous by turns.

A great cast has been lined up in support of Douglas Fairbanks, Jun., and Elizabeth Bergner, which includes Flora Robson, George Grossmith, Joan Gardner, Clifford Heatherley, and Lawrence Grossmith.

A LONDON STORY

Norman Walker Busy

Production is now in full swing at the A.T.P. studios at Ealing on "The Fortunate Fool," by Dion Titheradge, for A.B.F.D. release.

The cast consists of Joan Wyndham, Sarah Allgood, Hugh Wakefield, Arthur Chesney, Elizabeth Jenns, Bobby Comber, Jack Raine, Mary Mayfren, and Cyril Smith.

The story concerns a modern Don Quixote and the locale is the Thames Embankment and Mayfair.

The picture is being produced by Jack Eppel, who some time ago produced "An Irish Mother," and is directed by Norman Walker. Alan Lawson is at the camera, and J. F. Green assistant director.

"THE BLUE ARMY"

Teddington's Latest

Early completion is anticipated by Irving Asher, production chief at Teddington, of his latest picture, "The Blue Army," with John Stuart in the leading rôle.

Esmond Knight, the young actor who took the featured lead in Teddington's recently completed picture, "The Bermondsey Kid," is also a prominent member of the "Blue Army" cast, as a young Italian aviator.

A considerable part of last week was spent by the Teddington unit and leading players at Heston Airport, where the thrilling flying scenes were filmed. Several aeroplanes were loaned for these, and George King has been given ample scope for a number of novel camera angles.

When "The Blue Army" is finished, John Stuart intends to seize the opportunity of going on his long-overdue honeymoon with Muriel Angelus, in Cornwall.

AT WALTON

Frances Day Hold-up

On Thursday last the unit on "Two Hearts in Waltz Time," starring Carl Brisson, recommenced work that had been interrupted owing to the illness of Frances Day.

Exteriors, consisting of travelling car shots, and some night locations at Walton Bridge have been secured.

During the week-end, Joe May, the director, has been arranging with the ballet-master the special dances that will be a feature in the theatre sequences this week.

COLUMBIA'S FIRST

Miller's Fine Cast

Columbia's British production, "The Lady is Willing," was completed last week and is now in the cutting-room.

Directed by Gilbert Miller, the film has an outstanding cast headed by Leslie Howard, who is supported by Binnie Barnes, Cedric Hardwicke, Sir Nigel Playfair, W. Graham Browne, Nigel Bruce, Kendall Lee, John Turnbull, Claude Allister, Virginia Field, and Arthur Howard.

The photography is by Joseph Walker, who was responsible for "American Madness" and "The Bitter Tea of General Yen," art direction by O. Werndorff and film editing by Otto Ludwig.

A HUNGARY UNIT

"House of Dreams"

All studio scenes for the first Danubia production, "House of Dreams," have been completed and the company, headed by the director, Toni Frenguelli, has now gone to Budapest, near which lovely city many of the exterior scenes are to be filmed.

Amongst the artistes who will appear in these scenes are Jean Adrienne, Margot Grahame, Alma Taylor, Lester Matthews, and Sebastian Shaw. The company will spend three days in the mountains, where the avalanche and snow scenes will be made.

It is anticipated that the film will be completed and assembled within six weeks.

"AUNT SALLY"

Whelan at Islington

Shooting is now in full swing on the new Cicely Courtneidge picture "Aunt Sally" at the Gainsborough studios, Islington. This production is being directed by Tim Whelan, who also directed "It's a Boy."

Sam Hardy, who is making his first trip to and first picture in England, plays the part of an American, who comes to open a super night-club and cabaret in London. His son is played by Billy Milton.

Blonde Phyllis Clare plays the part of Queenie Mills, a cabaret star, and Hartley Power and Ben Welden play the parts of "Gloves" Clarke and Little Cæsar respectively, Chicago racketeers.

There is a chorus of sixty.

"DICK TURPIN"

Veteran Riders' Parts

John Stafford, whom I met last week, tells me "Dick Turpin," starring Victor McLaglen, is shaping excellently in the cutting-room, and that he is specially pleased with Jane Carr, whose work is as intelligent as it is attractive.

Two veteran riders appear in this picture. One of them, Tom Tagg, is an ex-jockey, aged 70, who rode in four Grand Nationals, winning that race on Old Joe in 1886! Now he "breaks in" horseflesh on Barnes Common. He drives the stage coach. A four-in-hand in the film is driven by 83-year-old Bob Smith, who is still in the "breaking-in" business at Peckham Rye.

ALL-MAINS SOUND-FILM TESTING MACHINES

SEND FOR FULL PARTICULARS

MOY-OMNIA
GREENLAND PLACE, CAMDEN TOWN, LONDON, N.W.1.

'PHONE GULLIVER 5451-3

Robert Montgomery and Helen Hayes are starred in ANOTHER LANGUAGE (M-G-M) which is showing at the Empire, Leicester Square, W.1.

NEW M-G-M STORIES AND STARS

Broadway Comedy Hit to be Filmed

METRO-GOLDWYN-MAYER has acquired the motion picture rights to the Broadway comedy hit, "The Vinegar Tree," in which Mary Boland scored a great success on the stage. Paul Osborn is the author. The play will be added to the list of new season properties.

Another story acquisition is "Transcontinental Bus," an original by Frank Wead, author of "Hell Below," and Ferdinand Reyer. The entire action takes place on a cross-country bus between the time of its departure from New York and its arrival in San Francisco.

Next Marion Davies Film

Raoul Walsh has been engaged by M-G-M to direct Marion Davies's newest starring vehicle, shortly to go into production. This is tentatively titled "Going Hollywood," and is an original story by Frances Marion, with a musical background. Miss Davies was last seen in "Peg O' My Heart."

Munchausen Coming

Production has started at the M-G-M studios on "Meet the Baron," in which Jack Pearl will make his debut as an M-G-M star. Also in the cast are Jimmy Durante, Lyda Roberti, Ted Healy and Ben Bard.

Walter Lang is directing "Meet the Baron," which introduces to screen fame the popular Baron Munchausen character created over the radio by Pearl in America.

"Doc." Rockwell, vaudeville and musical comedy star, is the latest addition to the cast of the new picture.

Another Musical

Vivienne Segal, Broadway musical comedy star, has been signed for a principal rôle in M-G-M's forthcoming production of "The Cat and the Fiddle," which will co-star Ramon Novarro and Jeanette MacDonald.

This is a picturisation of the Kern-Harback musical romance of the same name, which was such a success at the Palace Theatre, London, with Peggy Wood, Frances Lederer and Alice Delysia in leading rôles.

William K. Howard has been engaged to direct the production, and the cast will include Frank Morgan and Charles Butterworth.

MASTER ART'S NEW PROGRAMME

26 "SING-SONG MELODIES"

Master Art Products, Inc., of New York, producers of the world-famous "Sing-Song Melodies" and "Melody Makers," have announced their new programme for the forthcoming season.

According to cabled advices received from E. Schwartz, president of Master Art, by "Eddie" Klein, of 55, Jermyn Street, London, the company's foreign distributor, the output for the new year will consist of 26 'Sing-Song Melodies," a series of one-reel musicals featuring world-famed organists, stage, screen and radio stars; six "Melody Makers," a series of one-reel musicals featuring famous song writers in person and the songs they created; six "Pet Superstitions," a series of novelties depicting the origin of various well-known superstitions; six "Human Side of the News," featuring Edwin C. Hill, and personalities prominent in the eyes of the world.

In addition to this programme of Featurettes Master Art will distribute a sensational seven-reel special entitled "Cougar," which has been proclaimed by the American Press as another "Bring 'Em Back Alive." The present series of "Sing-Song Melodies" and "Melody Makers" are being released in England by Wardour Films, Ltd., and contain such well-known names as Jesse Crawford, Harold Ramsey, Lew White, Ann Leaf, Don Wallace, Singing Sam, The Funnybonars, the Elton Boys, Donald Novis of "The Big Broadcast" fame, all of whom appear in "Sing-Song Melodies," while the stars of "Melody Makers" are Sammy Fain, Gus Edwards, Benny Davis, Stephen Foster, Cliff Friend, Jimmy McHugh, Dorothy Fields, Ralph Kirbery, Roy Atwell, the Pickins Sisters, Peggy Healy, Jack Osterman and many others.

Showing Next Week

A GUIDE to Exhibitors throughout the country is afforded by the following list of features being run at the key theatres during the week commencing September 11

London

Astoria.—"The Ghoul" (W. and F.) and "The Silk Express" (First National).
Capitol.—"The Only Girl" (W. and F.) and "The Devils In Love" (Fox).
Carlton.—"Bitter Sweet" (U.A.).
Coliseum.—"Damaged Lives" (D. Diamond).
Dominion.—"Fra Diavolo" (M-G-M) and "Strange People" (Universal).
Davis, Croydon.—"King Kong" (Radio) and "Perfect Understanding" (U.A.).
Empire.—"Tugboat Annie" (M-G-M).
Marble Arch Pavilion. — "Cavalcade" (Fox).
New Gallery.—"Adorable" (Fox).
New Victoria.—"The Ghoul" (W. and F.) and "The Warrior's Husband" (Fox).
Plaza.—"This Week of Grace" (Radio).
Regal.—"The Working Man" (Warner).
Stoll.—"King Kong" (Radio) and "A Night in Cairo" (M-G-M).
Tivoli.—"I Was a Spy" (W. and F.).

Birmingham

Forum.—"The Kid from Spain" (U.A.).
Futurist.—"The Sign of the Cross" (Paramount).
Gaumont Palace. — "The Good Companions" (Gaumont-Ideal).
Scala.—"Secrets" (Radio).
West End.—"Cavalcade" (Fox).

Bradford

The Empire.—"State Fair" (Fox).
The Regent.—"42nd Street" (Warner).
Theatre Royal.—"Cynara" (U.A.).
The Savoy.—"42nd Street" (Warner).

Bristol

Empire.—"Kid's Last Fight" (Warner) and "Night of Terror" (U.A.).
Hippodrome.—"Sign of the Cross" (Paramount).
King's.—"A Farewell to Arms" (Paramount) and "The Reform Girl" (P.D.C.).
New Palace.—"Men Must Fight" (M-G-M) and "The Pick-Up" (Paramount).
Regent.—"Cavalcade" (Fox).
Triangle.—"Kid's Last Fight" (Warner) and "Night of Terror" (U.A.).
Whiteladies.—"A Farewell to Arms" (Paramount) and "The Reform Girl" (P.D.C.).

Cardiff

Park Hall.—"To-day We Live" (M-G-M).
Pavilion.—"So This is Africa" and "Night of Terror" (U.A.).
Queen's.—"So This is Africa" and "Night of Terror" (U.A.).

Edinburgh

Caley.—"The Mind Reader" (First National) and "Reformed Girl" (P.D.C.).
New Picture House.—"Falling for You" (W. and F.).
New Victoria.—"Falling for You" (W. and F.).
Palace.—"The Sign of the Cross" (Paramount).
Playhouse. — "Mystery of the Wax Museum" (Warner).
Rutland.—"Cavalcade" (Fox).
St. Andrew Square.—"Cavalcade" (Fox).
Synod Hall.—"The Kiss Before the Mirror" and "Forgotten" (Universal).

Glasgow

Coliseum. — "Mystery of the Wax Museum" (Warner).
Cranston's.—"42nd Street" (Warner).
Green's Playhouse.—"The Sign of the Cross" (Paramount) and "Great Stuff" (Fox).
La Scala.—"Christopher Strong" (Radio).
New Savoy.—"Song of the Eagle" (Paramount) and "The Prince of Wales" (W. and F.).
Regal.—"Mystery of the Wax Museum" (Warner).
Regent.—"So This is Africa" and "Soldiers of the Storm" (U.A.).
The Picture House.—"Cavalcade" (Fox).

Leeds

Assembly Rooms. — "F.P.1" (Gaumont-Ideal) and "Circus Queen Murder" (U.A.).
Coliseum. — Mon., "The Parachute Jumper" and "Out of the Past"; Thurs., "Ladies They Talk About" (Warner) and "Sundown Rider" (U.A.).
Majestic.—"F.P.1" (Gaumont-Ideal) and "Circus Queen Murder" (U.A.).
Paramount. — "The Sign of the Cross" (Paramount).
Rialto.—"42nd Street" (Warner).
Scala.—"Cavalcade" (Fox).
Tower.—Mon., "Night of the Garter" (U.A.); Thurs., "The Past of Mary Holmes" and "Scarlet River" (Radio).

Liverpool

Forum.—"The Sign of the Cross" (Paramount).
Futurist. — "Central Airport" and "Elmer the Great" (First National).
Palais de Luxe.—"The Silk Express" and "Beware of the Woman" (First National).
Prince of Wales.—"Hell to Heaven" (Paramount).
Rialto.—"F.P.1" (W. and F.).
Royal Hippodrome.—"F.P.1" (W. and F.) and "The Shriek in the Night" (Gaumont-Ideal).
Scala.—"Kadetten" (A.P.D.).
Trocadero.—"Cavalcade" (Fox).

Manchester

Deansgate. — "Our Fighting Navy" (Butcher).
Gaiety.—"Girl Missing" (Warner).
New Oxford.—"The Lost Chord" (A.P. and D.).
Paramount.—"King Kong" (Radio) and "Cash" (Paramount).
Piccadilly.—"Cavalcade" (Fox).
Theatre Royal.—"42nd Street" (Warner).

Newcastle

Pavilion.—"Fra Diavolo" (M-G-M).
Paramount.—"Sign of the Cross" (Paramount).
Queen's Hall.—"Cavalcade" (Fox).
Stoll.—"King Kong" (Radio).
Westgate.—"Central Air Port" (First National).

Sheffield

Albert Hall.—"Central Air Port" (First National) and "Mystery at Monte Carlo" (Gaumont-Ideal).
Central.—"To-day We Live" (M-G-M).
Cinema House.—"Luxury Liner" and "One Precious Year" (Paramount).
Electra Palace.—Mon.: "Letting in the Sunshine" (Wardour); Thurs.: "Hello, Everybody" (Paramount) and "70,000 Witnesses" (Paramount).
Hippodrome. — "Christopher Strong" (Radio) and "Hold Me Tight" (Fox).
Regent.—"Good Companions" (Gaumont-Ideal).
Union Street.—"Souls for Sables" and "My Wife's Family" (Wardour).

"A safe popular success"—*Kine. Weekly.*

WILLIAM FRESHMAN in

LUCKY BLAZE

ACE FILMS LTD. GERRARD 5745

"THE SONG OF SONGS"

PROVINCIAL TRADE SHOWINGS

Owing to the numerous inquiries being made by theatre owners as to the provincial Trade show dates of Marlene Dietrich's "The Song of Songs," Paramount have asked us to point out that exhibitors throughout the country will have the opportunity of viewing this Rouben Mamoulian production during the course of this month.

Provincial Trade show dates have been fixed by Paramount as follows:—

September 5.—Paramount, Manchester.
September 6.—Capitol, Cardiff.
September 7.—Paramount, Newcastle.
September 8.—Futurist, Liverpool.
September 12.—Paramount, Leeds.
September 13.—Playhouse, Glasgow.
September 15.—Futurist, Birmingham.
September 19.—Elite, Nottingham.
September 22.—Regent, Sheffield.

WINDSOR-STERLING FIRST

"Going Gay" Trade Show Next Week

THE Trade show on Tuesday next at the Prince Edward Theatre of the first Windsor-Sterling production marks an occasion of especial importance in British film production, for it is the first picture of a new production unit which ambitiously set out on an original policy embracing a number of unique ideas.

The fact that it is an independent unit which embarked upon a venture of this description is of the utmost importance, not only for exhibitors in this country, but for buyers overseas.

Primarily, the idea was to create a series of comedies to introduce to the screens of the world a new type of English comedy with international settings. And instead of going to the stage for material, or relying upon stories written for another medium, the subject matter of each film was evolved directly for the talking motion picture.

British Comedy Team

It visualised a team of British comedians, entirely contrasted in character, type and style of humour, who could be happily combined into definite forms of supercomedy musical-romance.

The success of such a series was greatly dependent upon finding a director able to enter into the spirit of the enterprise, the sponsors of which were determined not to be bound by any usual forms of stereotyped production procedure, and who sought to discover new sources of material.

Fortunately, Carmine Gallone was available, and he accepted the invitation with the utmost enthusiasm. There is hardly anyone more fitted than he for the task, by reason of his qualifications and versatility, and his experience as a director of outstanding pictures in five European countries, and his notable work in "City of Song."

The choice of the two comedians, whose style of humour was distinctly British, and in accord with the characters as they were conceived, fell on Arthur Riscoe and Naunton Wayne, each of whom was working in entirely different spheres and had never appeared together.

The first picture—"Going Gay"—was written into final scenario form by Selwyn Jepson, who collaborated in the dialogue of the scenes throughout.

Viennese Settings

The locale of the story in "Going Gay" is Vienna, where the authentic exterior scenes were shot, with the two comedians, supported by Magda Schneider, the beautiful and talented Continental star, who makes her first appearance in an English film.

The excerpts from the operas "La Belle Helene," by Offenbach, and "Daughter of the Regiment," by Donizetti, form the musical background, in addition to original compositions, and lyrics by Mayerowitsch. The whole musical direction of the film was in the hands of W. L. Trytel.

The studio sequences have been shot at B. and D. studios, Boreham Wood, and R. Holmes Paul, the art director, designed some remarkable sets, including a magnificent courtyard, surrounded by a block of flats, 60 ft. high and 50 ft. across, which was an exact facsimile of a Viennese building.

DOCK BLAZE

UNIVERSAL SCOOP

Dramatic scenes of the dockside fire at Hull, in which £1,000,000 of timber was threatened, were scooped, it is claimed, by the Universal newsreel late on Thursday night. A cameraman was despatched to the spot by 'plane, and it is understood that exceptionally graphic shots of the two-acre blaze were taken both from the air and the ground.

R. E. Jeffrey, Universal commentator, was staying at Nottingham and immediately rushed to the scene to obtain first-hand information for his commentary.

FACTS!

KINEMATOGRAPH WEEKLY—

HOW wrong lay Press critics can be in estimating a picture's appeal is seen in the case of "Heads We Go," the Constance Cummings B.I.P. picture, which has been drawing big crowds to the Empire, despite the intensely hot weather. With one exception, the lay Press "panned" this film —a grievous misjudgment.

THE DAILY FILM RENTER

"Heads We Go," the Constance Cummings opus, has proved much to the liking of the Empire audiences. When I was there the other evening, not only was the Leicester Square house doing capital business, but the picture got a good hand, and you don't need me to tell you that at the Empire they're very critical—decidedly so!

B.I.P.
PICTURES OF PRE EMINENT
HARBOUR FILMS LIMITED

"HEADS WE GO"

DIRECTED BY MONTY BANKS

ACCLAIMED *a* WINNER *by the* ACID TEST OF PUBLIC OPINION *at the* EMPIRE

LEICESTER SQUARE.

STERLING FILM COMP
"COINC
A WINDSOR-STERLING PRODUCTION
Special Presentation
at the
Prince
Theatre
PRODUCED AT B.& D. STUDIOS

LIMITED present in
GAY 00
DIRECTED BY CARMINE GALLONE
rd
.W.
Tuesday Sept 12th
at 8-45 P.M.
WESTERN ELECTRIC RECORDING

"S.O.S. ICEBERG" ARRIVES

After Over a Year in the Making

UNIVERSAL'S EPIC

AFTER over a year's work, followed by several weeks of editing and final preparation, Universal's epic, "S.O.S. Iceberg," has arrived in London, announced S. F. Ditcham to a *Kine.* representative.

"The picture represents one of the biggest undertakings in Mr. Laemmle's career," he continued. "It entailed forming a complete film company of Hollywood and European stars and technicians, hiring a British steamer and shipping the entire company and equipment to Greenland.

"The immensity of the undertaking can be gauged from the fact that not only were the full sound equipment, cameras, lights and general film technical necessities taken, as well as all the technicians and the complete cast, but several aeroplanes and seaplanes, motor-boats, sailing boats, tents, kitchen equipment and other necessities, besides a small zoo, were taken as well.

"From Umanak, on the coast, the company penetrated inland to the Rink Glacier, scene of the tragic end of the Wegener expedition a few years ago. There, the 'Iceberg' personnel pitched their camp and proceeded to get the first scenes of the Rink Glacier that have appeared on the screen. It makes a background of incomparable beauty.

"From the Rink Glacier, the company moved to the snow and ice fields, to the ice-locked fjords and to the open seas, where gigantic bergs swung slowly and perilously to the warmer south.

"It can safely be said that these scenes have given the picture the most unusual background ever seen on a film.

A Strong Romance

"'S.O.S. Iceberg,' however, does not rely upon scenic beauty for its entertainment.

"It is a story of daring heroism and of romance, with a strong human theme. Rod La Rocque has the rôle of a young explorer, who sets out to trace the lost Wegener expedition in Greenland. He is accompanied by a handful of other young explorers, and a wealthy Englishman, played by Gibson Gowland, who finances the expedition.

"They discover the remains of the Wegener expedition and are themselves caught in the break-up of the great ice barriers. Dogs, sledges and food are hurled down bottomless ice chasms. Some of the men find themselves drifting out to sea on a gigantic berg.

"The young leader sets out to face death to find food. By a super-human effort his companions find him wounded and weak. They have one hope of salvation—a miniature radio station. Frantically they S.O.S. for help, and the young explorer's wife, played by Leni Riefenstahl, sets out by seaplane to rescue her husband's party.

"After a brilliantly spectacular flight, she finds them, but, in landing, the machine crashes into a berg and ends up in flames. One more mouth to feed—and the food all gone! Desperately, one of the party swims through the ice-cold water towards an Eskimo village, miles away.

"While that is just a bare indication of the story, it offers untold angles for tremendous dramatic moments for sequences as thrilling and new as one could wish for. Then there are scenes, rarely beheld by any white man, of millions of tons of ice cracking and blowing up; of gigantic icebergs breaking up and throwing the sea into a vast area of boiling foam.

"'S.O.S. Iceberg' should live in screen history as a story of outstanding daring and bravery, and as a monument to the pioneering courage of Mr. Laemmle in investing no small fortune in a picture that is completely different from anything in the past; an epic of the bravery of a band of screen players who personally risked death many times, and who shut themselves away from civilisation for a year in order that the producers might achieve a picture that would add much to the prestige of the screen."

"KING KONG" CONQUERS

A CLEAN UP IN ABERDEEN

Following terrific successes at Weymouth, Bournemouth, Margate, Brighton, Ramsgate, and other seaside towns in which "King Kong" has recently played, comes news from Scotland of still further success there.

Notoriously, Aberdonians want value for their money, and when the canny ones crowd a picture theatre it is because they are getting it.

"King Kong" opened at the Regent, Aberdeen, on Monday, and the following day Radio received this wire from J. R. Poole:—

"Opened to biggest Monday since opening. Record week expected in spite of glorious weather and strong opposition."

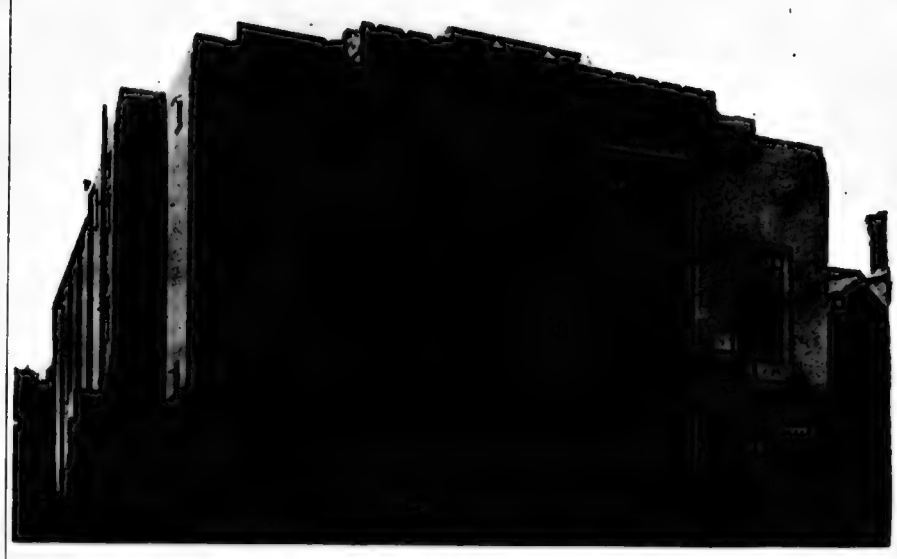
And when exhibitors declare they are doing record business they *are* doing it Especially Scotch exhibitors!

"Makes an appeal to a wide public"—
Kine. Weekly.

WILLIAM FRESHMAN in

LUCKY BLAZE

ACE FILMS LTD. GERRARD 5745



The handsome facade of the Plaza, West Wickham, which was opened on Monday

BRIGHTON BALL FOR C.T.B.F.

Big Push to Increase Funds

HARD HIT BY SUNDAY ACT

AN announcement is made by R. C. O. Viveash, secretary of the Cinematograph Trades Benevolent Fund, that a Grand Ball will be held in the Regent Ball Room, Brighton, on September 19, in aid of the fund.

R. C. O. VIVEASH

Gaumont-British is co-operating in this effort, which it is expected will attract a large gathering to this famous seaside resort. Among the prizes to be given is one for the best impersonation of Laurel and Hardy.

Among the film artistes who will be present are Carol Goodner, Molly Lamont, Gwynneth Lloyd, Donald Calthrop and Percy Marmont.

Tickets are three shillings and sixpence each, and dress is optional. The ball will open at 8 p.m., and close at 2 a.m.

A further event is being arranged to take place on October 3 at the Devonshire Park Ball Room, Eastbourne.

Chatting with Mr. Viveash, a *Kine.* representative was informed that these efforts are supremely necessary if the fund is to continue its useful work.

Owing to the operation of the Sunday performances, under which no portion of the Sunday charity receipts can be allocated to the Trade's own fund, except where special arrangements have been made, Mr. Viveash estimates that the fund is losing just upon £3,000 per year. The L.C.C.'s own quota is cut down by a half, and the demand upon the fund's income is greater than ever.

In these circumstances, Mr. Viveash asks for generous support of these two important social events.

NEWS FROM ALL QUARTERS

Southend's Carnival Film —S.O. Profits for Charity— Cheaper Electricity

"Cavalcade," presented at the Regent Theatre, Bournemouth, beat all previous records on the opening day, and on the second day beat its own record of the day before.

The local Southend-on-Sea Carnival film, shown at most Southend kinemas last week, has brought in an unexpected line of business to managers. So intimate was the appeal that quite a large number of cuttings for enlargement purposes have been ordered by people who have found themselves happily caught.

A film taken of the christening and launching of the new lifeboat at Exmouth was presented at the New Picture House last week by L. Thomas, the proprietor.

Bath Hall Closing for Installation

The Oldfield Park Kinema, Bath, which passes into the hands of the new owners, Harris Cinemas, Ltd., of Bristol, this week, has closed temporarily to allow a new Western Electric equipment to be installed. The house will reopen under its new management on September 11.

Miss Madge Coles, the Taunton Carnival Queen, with her maids-of-honour, attended the Gaumont Palace, Taunton, the other evening to present tickets for free flights at Sir Alan Cobham's Air Pageant to successful competitors.

Phyllis Dare, who appears in THE CRIME ON THE HILL, now in production at Welwyn for Pathe release

We understand that Harry Buxton is no longer associated with the Pavilion Music Hall, Liverpool.

Profits from the Sunday performance of the Oak Cinema, Selly Oak, Birmingham, on Sunday, August 27, were devoted to the Community Association for the funds for the provision of a Community Centre on Weoley Castle estate.

A thousand school children were present at special performances to see the South Pole film, "Endurance" at the Picture House, Swinton, near Rotherham, on Monday, by arrangement with the education authorities.

Edward R. Purvess, of Salford, is applying to the Chorley Watch Committee for a theatrical licence in respect of the Royal Super Cinema, Market Street, Chorley.

Electricity Price Reduced

The Sheffield City Council at their meeting on Wednesday approved a further reduction in the price for electricity for power. This has been reduced to one penny per unit, with a further concession to large users.

WAITING JUSTICES' DECISION

BROADWAY, WORCS., NEW KINEMA

Until the special meeting of the Evesham Justices this week it will not be certain if Broadway (Worcestershire) will have its own kinema. Application made at the petty sessions during the past week by Austin R. Williams for a kinema licence for the Lifford Hall, Broadway, was adjourned by the magistrates for a week upon the objections made by Inspector Hemming as to the suitability of the premises. It was pointed out that the existing exits were not efficient, and that all doors would have to open outward, also the seating did not comply with the Act, there being accommodation for 400 persons by means of chairs which were not a fixture, and in case of fire or any unforeseen happening would constitute a great danger. The Bench declined to grant the application at that hearing, and adjourned same for a week to enable the promoters of the scheme to make further arrangements.

TENNIS FOR PATRONS

Harry Yorke, manager of the Palace Theatre, Erdington, Birmingham, has popularised his house by arranging a series of tennis contests on the courts adjacent to his theatre. Advertised as the Palace Amateur Hard Court Tennis Tournament, there was a good entry for the men's singles and mixed doubles class, which resulted in fine sport and good play, for which a number of valuable sports prizes were the awards for the winners.

CARDIFF REPERTORY WEEK

The Capitol, Cardiff, will hold a repertory week (commencing September 11), when a different film will be shown each night. The full programme is as follows: Monday, "Strangers May Kiss"; Tuesday, "Reducing"; Wednesday, "Free Souls"; Thursday, "Min and Bill"; Friday, "Hell's Divers"; Saturday, "Mata Hari." All are M-G-M films.

THE SOURCE OF FILM DRAMA

Original Stories Predominate

IN PARAMOUNT SCHEDULE

FIVE years ago, when sound pictures revolutionised Hollywood, many predictions were made that henceforth the stage play would provide the screen with most of its story material.

Analysis of the production programmes for next year just announced by the major film companies, reveals that Hollywood to-day is placing less reliance upon Broadway for its stories than it did, even in the days of silent pictures.

Of thirty-eight pictures just announced by Paramount in its Annual Convention at the Hotel Ambassador, only seven are adapted from plays. Six of them were dramas. The other was musical comedy.

Only three of the plays, however, were purchased recently. These were Noel Coward's sensational "Design For Living," James Hagan's "One Sunday Afternoon" and "Three-Cornered Moon." The others, "Cradle Song," "Death Takes a Holiday" and "Chrysalis" were acquired some time ago.

Nor has the novel or magazine serial story fared any better as a source of screen drama. Only ten of the thirty-eight films announced were taken from this source.

Twenty-one are original stories, written by screen writers, or developments of magazine or newspaper story ideas.

The ten novels and serials include two classics, "The Song of Songs," by Hermann Sudermann, with Marlene Dietrich starred, and "Alice in Wonderland," from Lewis Carroll's fantasy.

Balancing the Programme

Because unbalanced programmes do not entertain an audience, Paramount is planning its short feature programme with extreme care, says George Schaefer, general manager of Paramount. "We shall synchronise our shorts to meet the requirements of our feature releases, so that exhibitors in all types of houses will have a perfectly balanced offering available at all times."

"CAVALCADE" RECORD

EIGHT WEEKS' BUSINESS IN EIGHT DAYS

"Cavalcade," now in the 23rd week of its West End London run, and still playing to capacity at the Marble Arch Pavilion, is doing similar amazing business in pre-release runs round the country. One of the first of these was at Morecambe, in July, when the Coward epic drew eight normal weeks' business in eight days.

Here is an outline of the performance of "Cavalcade" to date:—

STRAND, SOUTHEND-ON-SEA.—Smashed all previous records. For seven days not an empty seat. Re-booked for a return visit. Following this will play at the Kursaal, where advance bookings are already being taken.

PICTURE HOUSE, DOUGLAS, I.O.M.—Now in its fourth week. Proved one of the biggest draws of the entertainment season.

PALLADIUM, LLANDUDNO.—Broke all records. Grossed equivalent of three times normal business.

CENTRAL, CAMBRIDGE.—Colossal business far above any record figure for Cambridge.

REGENT, WESTON-SUPER-MARE.—Phenomenal business. Queues every day of week.

GRAND CENTRAL, DUBLIN.—In third week of extended run. That it is playing to capacity is proved by the fact that takings vary only by shillings each day.

ELITE, ST. LEONARDS.—Record week for theatre.

CAPITOL, SCARBOROUGH.—First week, hot summer weather, grossed nearly 50 per cent. more than previously estimated money capacity. Over double normal week's business. Second week beat first week by a few pounds.

A Gaumont British official, in an interview with the Press, said that "Cavalcade" was taking five times the normal total at the box-office.

CHESHIRE FILM SOCIETY

Cheshire Film Society has arranged eight film performances to take place during the coming winter session on Thursday evenings at the Public Hall, Tarporley. The films to be shown will be chiefly of Russian and German origin, with perhaps one or two French ones. It is understood that a Mickey Mouse or Silly Symphony, in addition to a short, will probably be booked for each performance. This Society's membership fees are 25s. and 10s.

BOSCOMBE SCALA AGAIN CLOSES

After a vain fight against the heat-wave the New Scala, Boscombe, has again closed its doors. The new tenant, G. Williamson, introduced various improvements when he opened the building a few months ago, but the weather combined with the keen competition offered by the larger houses made it impossible for him to continue.

Over 100 members of the Stalybridge branch of the British Legion attended the first showing on Thursday night of "Reunion" at the New Prince's, Stalybridge. They marched from their headquarters in Knowl Street to Albert Square, and were accommodated with seats in the balcony.

MORE FROM RADIO'S EIGHT

William Gargan, Frances Dee and Jack La Rue have the chief parts in EVIDENCE IN CAMERA, scenes from which are reproduced (1 and 2). In 3 and 4, George Stone and Fay Wray are seen in ENEMIES OF SOCIETY, a story which deals with share pushing. 5 shows a picture of Tom Keene and Edgar Kennedy, the former a Western hero and the latter a "ham" fighter in CROSS FIRE. In 6 and 7 are John Stuart Barbara Everest, Joan Carter and Marie Ney, the principal players in Radio's picture HOME, SWEET HOME

£25,000 for B

THIS IS WHAT SAMUEL GOLDWYN IS SPENDING IN ADVERTISING—

RONALD COLMAN IN "CYNARA"

AND

EDDIE CANTOR IN "THE K

WONDERFUL ADVERTISING

British Exhibitors!

GORDON HARKER & BINNIE HALE in THIS IS THE LIFE

PROVINCIAL TRADE SHOWS

MANCHESTER : Piccadilly, Tuesday, Sept. 12th, at 11 a.m.

BIRMINGHAM : Forum, Thursday, Sept. 14th, at 11 a.m.

LIVERPOOL : Scala, Friday, Sept. 15th, at 11 a.m.

GLASGOW : Playhouse, Friday, Sept. 15th, at 11 a.m.

SHEFFIELD : Central Picture House, Friday, Sept. 15th, at 11 a.m.

LEEDS : Rialto, Tuesday, Sept. 19th, at 11 a.m.

NEWCASTLE : Stoll Picture Theatre, Tuesday, Sept. 19th, at 11 a.m.

CARDIFF : Park Hall Cinema, Wednesday, Sept. 20th, at 11 a.m.

BELFAST : Picture House, Royal Avenue, Wednesday, Sept. 27th, at 10.45 a.m.

A BRITISH LION LAUGH HIT

• LONDON TRADE PRESENTATION •

TO-MORROW, THURS. SEPT. 7, at 8.45 p.m. at the PRINCE EDWARD THEATRE • •

Theatre Furnishing
Pictons Ltd.
65 NEWMAN STREET
LONDON W.1.

Orchestras By Wire

Simultaneous Relay to Theatres

NOVEL W.E. EXPERIMENT

NEW uses for relayed music, and the possibility that in the not too distant future exhibitors will buy their orchestral effects by wire, are foreshadowed in a recent experiment carried out by Western Electric and Associated Telephones, details of which are given in the current issue of the Bell Telephone Quarterly.

The possibility of remote control of the orchestra by means of dials is shown to be a practical one and, moreover, the music can be relayed and reproduced in proper auditory perspective, that is to say, that at the reproduction end, which may be many miles from the source, the sounds will be heard in true relationship to the position of the instruments in the original orchestra.

For the Western Electric demonstration the famous Philadelphia Symphony Orchestra was relayed over landline and reproduced in Washington, many miles away, whilst Leopold Stokowski, the conductor, directed them by means of dials while seated in the auditorium in Washington. Several control circuits were furnished so that he could diminish or raise the volume of any section of the orchestra desired. At the same time tonal quality could be controlled, whilst a further dial enabled him, in the event of a vocal rendition, to adjust the orchestra to a suitable level for the voice of the singer.

Simultaneous Relay Possible

It is possible, under this arrangement, for the orchestra to be relayed to many distant points simultaneously and for the direction and control of sound effects to be handled individually at each reproduction point.

Western Electric claim that by this method artistic effects are obtainable to a greater degree than is possible even with the actual orchestra.

A feature of the reproduction was the remarkable frequency and volume range that was conveyed.

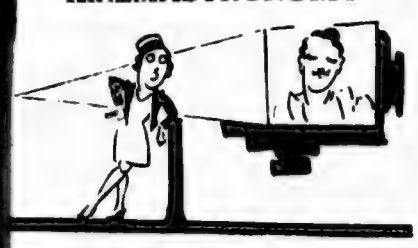
Three types of special loudspeakers were used, a series of each type being placed in different parts of the stage to obtain proper sound perspective. Special loudspeakers handled the low frequency range, others the middle band, whilst a third group were devoted exclusively to the reproduction of the higher band up to ten or twelve thousand cycles.

A Remarkable Advance

The audience at the demonstration comprised prominent musicians, scientists and music critics, and they hailed the demonstration as a remarkable advance in the science of music transmission and reproduction, and many claimed that the quality of sound and the effects available with the equipment were, in many respects, superior to those obtainable with the orchestra itself.

Leopold Stokowski, the conductor, has been keenly interested in orchestral transmission for a great number of years, and his co-operation with Western Electric and the Bell Laboratories has been invaluable.

KINEMASTRONOMY



"That pretty usherette you had in your show has left, I notice. I thought she was a star turn?"

"No, not that—a star-gazer. That's why she left."

W.E. O.K. ALKLUM BATTERIES

A further addition is made to the already wide range of batteries suitable for use with Western Electric systems.

The Western Electric engineering department has tested and approved as meeting all requirements for W.E. sets, the Alklum Nickel Cadmium batteries, which are manufactured by the Alklum Storage Batteries.

The types concerned are the FC-11 and FC-15, according to the system installed.

The Observation Window

A Revolutionary Arc

Without Mirror or Condensers
Stills in Britain and U.S.A.

THE preliminary announcement some months ago by J. F. Brockliss, Ltd., of the "Stelmar" arc, has aroused considerable interest both in this country and abroad. It is of revolutionary design. Messrs. Brockliss state that the first batch of lamps is now nearing completion, and installations will in the very near future commence.

A UNIQUE feature of this lamp is that it has neither mirror nor condensers in the ordinary sense of the words. The light is concentrated upon the gate by means of a combination of a polished metal conical reflector, of ellipsoidal curvature, and a special lens, which arrangement, it is claimed, gives a very much higher efficiency than existing systems and reduces maintenance costs. Mechanically the arc is of sturdy, rugged construction, and should need the minimum of replacements. Further, it is stated to be practically foolproof in operation.

COLUMBIA Pictures' private preview room in their new premises in Wardour Street is to be wired for Western Electric sound. The recently introduced 4.A. equipment will be used.

STILL photographs are the weak point of British studios. How wide is the contrast between this country and the States in this respect is seen by statistics from Paramount who take 75,000 eight-by-ten photographs of their stars in a year.

WHEREVER a star goes a cameraman is liable to pop up and start taking photographs. Beside the 75,000 that are considered a part of their work before the cameras, the players are photographed thousands of times by newspaper cameramen whenever they make trips or visit their home towns.

IN the period between photoplays, the stars pose in the costumes of their films for illustrating fashion articles. Photographs of their homes and gardens and straight portraits for world-wide distributions are made. Motion picture fans in Hollywood on holiday seek out the players and snap them with their pocket cameras. They haunt the fronts of studios and the sidewalks outside restaurants at noon time. They manage to appear where and whenever the stars walk in the sun.

AS television is looming more largely on the horizon, members of the Liverpool Court of the Guild of British Kinema Projectionists and Technicians look forward with considerable interest to hearing a lecture on this subject by an expert. G. Earnshaw, joint secretary, is trying to arrange for a speaker on this subject at the next monthly meeting to be held on Sunday, September 10, at 18, Alexandra Terrace, Princes Road. This will be the first general meeting to be held at this address.

J. BENSON.

THIS WEEK'S PROJECTION ROOM

The Tivoli, Copnor Road, Portsmouth, reopened in June, has a large and airy operating box—perhaps the most commodious in the town

SIEMENS-PLANIA CARBONS
SIGNIFY PERFECT CONSISTENCY

Testing Projectors

For Picture and Sound Faults

VALUABLE S.M.P.E. REPORT

THE Projection Practice Committee of the S.M.P.E. submits a report on the testing of projection equipment, which contains several valuable suggestions, and gives particulars of two useful appliances for the testing respectively of projection and sound.

The first is a test reel of film, which has been specially prepared by the RCA Victor Co., and which provides sections for every type of test both of picture and sound. In the length of 1,000 ft. there is 500 ft. devoted to various test subjects for detecting optical defects, while the remaining 500 ft. has a sound track along each edge for reproduction tests.

Travel Ghost

For detecting travel ghost, a length of film is provided, with alternate diamonds and short vertical lines. Travel ghost may be considered to have been eliminated when the outlines of these white forms are clearly and sharply defined on the screen against the black field.

The section for testing steadiness has a number of white squares arranged on diagonal lines on a black ground. The amount of jump, either vertical or horizontal, can be easily seen from the edges of the squares.

Lens tests are provided by two sections containing a number of narrow lines, in the one case vertical, and, the other, horizontal; the latter have the advantage of compensating for astigmatism in the eyes of the observer. A lens which will project these lines in sharp focus over the whole of the screen may be considered to have a flat field. A similar test is provided by a section containing a large number of small white squares on a black ground.

Checking Sound

In the sound testing section, the track down one side contains, first, a length of "buzz track" for checking the position of the scanning light relative to the sound track; 6,000 and 9,000 cycle constant frequency tracks for checking focus of the sound optical system; and selected frequencies for ascertaining the over-all characteristics as follows: 50, 100, 200, 300, 500, 1,000, 2,000, 3,000, 4,000, 5,000, 6,000, 7,000, 8,000, 9,000, and 10,000.

The buzz track consists of a 300-cycle and a 1,100-cycle frequency recording respectively, just outside the boundaries of the standard sound track area, one on each side. When the 1,100-cycle note is heard, it indicates that the film is passing the light slit too closely to the sprocket-hole margin. When the 300-cycle note is heard, it indicates that the film is passing the light slit too closely to the picture margin. When one or both notes are *intermittently* heard, this indicates film weave.

The 6,000, and, if audible, the 9,000-cycle notes are used for checking the optical system setting; when the maximum volume of sound is heard, it may be assumed that the optical system is correctly positioned both in focus and horizontal for obtaining best results, while the selected frequency tracks enable frequency tests to be made with the aid of a volume indicator.

Sound Recordings

On the other edge of the sound test film are recordings of voice, piano, and orchestral music. The vocal portion is to be used for testing intelligibility of speech and theatre reverberation; the piano recording for detecting flutter ("wows"); and the orchestral recording for noting the naturalness of reproduction, which is determined by the range of frequencies reproduced by the equipment. This recording contains notes ranging from the lowest notes of the tuba and double bass to the very high overtones of the string and brass instruments.

The second appliance mentioned is of a type already known in this country. It consists of a disc with a centre hole, adapted to fit in the condenser mount in place of the condenser glass—and a cylinder with an axial hole, fitting in the lens jacket. Pointed steel rods pass through these holes, and, in the former case, through the carbon jaws of the arc, so that the arc and projector are correctly aligned by the pointed ends of the rods coinciding.

A minor error to which one might direct attention is the statement that the former steel rod should be of ½ in. diameter, as being the approximate diameter of the

(Continued on page 48)

SLOUGH FAIR BOOSTS "STATE FAIR"

Crowds Trek to See B. Woolley's Show of Shows

BERNARD M. WOOLLEY put over a clever campaign with Fox's "State Fair" at the Adelphi Theatre, Slough.

The week previous to showing the film he advertised it by means of a vestibule display of cut-outs and stills on a large scale. Special teasers appeared on the screen, and the resident organist, Stanley Winter, played a prologue to the trailer on the organ, and also sang that delightful old English song, "Come to the Fair."

The week of showing, Mr. Woolley hit on an original idea for a tie-up. He obtained one of the largest touring fairs, James Purchase's Amusements, direct from the Mitcham Fair. This consisted of roundabouts, gallopers, chairoplanes and sideshows, which he installed in the large car park in front of the theatre.

On the entrance to the car park Mr. Woolley had a huge banner, reading "Entrance to the State Fair," hung from two poles. All the sideshows carried banners and streamers, which read, "State Fair All this Week—Janet Gaynor and Will Rogers."

The Adelphi Theatre is on the main Bath road, and the fair in front of the theatre at night with all its brilliant lights, coupled with the effective Neon lighting of the theatre itself, provided a wonderful spectacle and a great boost for both theatre and fair.

Every morning during the week the film was showing a huge fair caravan with effective banners on it, reading "'State Fair' at the Adelphi Theatre all this week" took part in street parades through Slough, Windsor, Maidenhead and Uxbridge. Soon Mr. Woolley had everyone in Slough and the district talking about the "State Fair" at the Adelphi.

All the fair men and boys and the theatre staff, attired as gypsies, distributed handbills. The "barkers" included details and wisecracks about the film and the cast in their patter.

The local Press took up the fair angle, and the theatre got some excellent write-ups and stories. Mr. Woolley tied-up with a local butcher and advertised in the paper for a prize pig.

On Saturday evening the campaign was topped with a "State Fair Dance and Cabaret" in the Adelphi ballroom and restaurant, which was packed to capacity.

Mr. Woolley pays warm tribute to the owner of the Fair, James Purchase, and his men. They co-operated wholeheartedly, with the result that the theatre did capacity business, and the fair had a great week.

Mr. Woolley considers this his greatest exploitation campaign to date.

A. J. Reade's street stunt for 20,000 YEARS IN SING SING (First National) at the Rialto, Wednesbury

Convict Parades Wednesbury

Putting over "20,000 Years in Sing Sing"

A. J. READE, manager of the Rialto Cinema, Wednesbury, did some clever publicity work in connection with "20,000 Years in Sing Sing" (First National). Obtaining the services of a boardman he disguised him as a convict complete with ball and chain. On the man's back was a notice: "'20,000 Years in Sing Sing,' showing at the Rialto."

During the days of screening, this man paraded the main streets of the town distributing throwaways to pedestrians and motorists, thereby causing much comment and verbal publicity, with the consequent healthy reflex at the box-office, despite the counter attractions of the near-by annual wakes.

GEORGE GEE CLEANS UP

Bedminster Display

A good campaign was put over for "Cleaning Up" (British Lion), by W. Collings, of the Stoll Picture House, Bedminster, Bristol. He made up a man to resemble as closely as possible George Gee in the film, and sent him out on the streets carrying a vacuum cleaner, with a card attached on which was an announcement stating, "Gee! George Gee is funning in 'Cleaning Up' at the Stoll, Bedminster.

The entrance steps of the theatre here strips with similar messages in white letters.

Mr. Collings tied up with the Goblin cleaner people, and during the mornings before the show opened he had a display of the company's machines on the top of the entrance steps, on which was a carpet which the Goblin girl industriously cleaned with a Goblin cleaner.

While the show was running the girl performed her operations in the circle lounge, where there was also a display of vacuum cleaners.

THE WOMAN ACCUSED

Prisoner's Dock in Vestibule

People passing along Old Market Street, Bristol, last week were intrigued by the sight of the figure of a fashionably dressed woman standing in a prisoner's dock in the vestibule of the King's Kinema. This was a stunt worked by H. M. Burge, for "The Woman Accused" (Paramount), which he was showing as his top-liner.

The dock was erected facing the entrance from the street, and on one side, slightly above it, there was a painted cloth, 8 ft. by 2 ft., representing a jury box with the figures of the 12 jurors, men and women. This cloth was arranged so that the members of the jury were looking down on the prisoner, who had her head turned slightly towards them. The "prisoner" was a life-size wax model which Mr. Burge borrowed from a firm of costumiers for the occasion.

A caged "Kong" on the front of the Regent, Aberdeen, directed attention to the appearance of KING KONG (Radio)

FREE PARACHUTES FOR KIDDIES

CLEVER ADVERTISING AT KIDDERMINSTER

THE showmanship of Manager Bob Gudgeon and his able assistant, Harry Blent, at the Grand, Kidderminster, was well typified in their effective window displays last week.

For "The Parachute Jumper" (Warner Bros.) the front of the window was designed in the shape of an open parachute, with the title in bold relief lettering across the top.

Seen through the open parachute were the backcloth and side-wings of clouds and sky. To the left, as if in actual descent, was a realistic replica of a parachute (4 ft. 6 in.), with the jumper just coming to the centre of the window, suspended by strings from the parachute.

Advertisement that each child present at the Monday matinee would be presented with a parachute proved so big a draw that not only was the large supply of toy parachutes insufficient, but a supplementary issue of toy balloons cleared out the stock at the local Woolworth store.

For the latter part of the week, a striking display was exhibited for "20,000 Years in Sing Sing" (National). The whole window was made to represent the inside of a prison cell. In the background was a cloth painted to depict the wall and door, and the wings showed the side walls. Realism was given to this scene by the sight of a man dressed as a convict pacing the floor of the cell or seated on the hard bench before the table.

FAKED SMASH IN CAR PARK

Put-up Job by A. Harrison Secures Widespread Publicity for "Speed Demon"

Albert A. Harrison, manager of the Delecia Cinema, Gosta Green, Birmingham, is fast establishing himself as a showman with original ideas.

For the screening of his double-feature programme, "The Death Kiss" (Ideal) and "The Speed Demon" (U.A.), he arranged a double tie-up at Forty's Tyre Repository, titling it "The death kiss of the Speed Demon." Here a model of a racing car with driver and girl formed the centrepiece, around which were a number of copies of "The Delecia News," and motor tyres. On the window was the slogan, "Retyre at Forty, then visit the Delecia and see the thrill of the year."

The whole of the front of the house was covered with a mass of motor tyres in the original makers' wrappers, whilst on the car park was arranged a motor smash. Newsboys delivered quantities of the Delecia News with their ordinary papers, which contained the announcement, "Two motors travelling in opposite directions crashed head-on to-day on Gosta Green, outside the Delecia Cinema. It is understood that the occupants were going to the Delecia to see the well-known film, 'The Death Kiss' and also 'The Speed Demon.' It is understood that both men left their wives at home looking after the kiddies, whilst they took out their best girls. Fortunately, none of the occupants of the cars were injured and both car wrecks may be seen on the Delecia car park. Don't fail to see the best smash-up of the year. You'll get a thrill."

This model news-sheet brought a large number of people to the car park to view the wreck, and ultimately to the box-office.

For "What! No Beer!" (M-G-M) A. Harrison arranged a front of the house display with a large number of beer barrels, on which were painted "Empty," "Sold Out," "Holt's Special," etc., whilst handbills were distributed announcing that "All Beer Taps Turned Off on Thursday, Friday and Saturday, but M. and B.'s, Ansells and Holts will remain open—Drink and be Merry, then visit the Delecia and see 'What! No Beer!'"

"Kong" Walks Aberdeen Streets

CAGED ANIMAL IN FRONT OF THE REGENT

AN ingenious scheme was adopted by Bert Darley, joint manager of Poole's Palace and the Regent Cinema, Aberdeen, to advertise "King Kong" (Radio), which is showing at the Regent this week. On the canopy above the entrance to the kinema he had erected a big cage measuring 15 ft. by 20 ft. square and fitted out with a table and a chair. Inside the cage was a man dressed up to represent King Kong. He was attired in a thick shaggy skin, and so well did he represent a gorilla that many people actually thought he was a real one.

At 4 p.m. and 8 p.m. the "gorilla" was fed with bananas and other fruit, and thousands of people gathered outside the kinema each day to see him. The "gorilla" acted his part well, performing various antics including the throwing of some of his bananas to the crowd of spectators.

At various times during the day "King Kong" was taken out for a walk along the main streets of the city, and on each occasion he attracted considerable attention. On his outings he was attended by a small page-boy in uniform, who led the "gorilla" around by means of a chain, one end of which was fixed round the "animal's" neck.

Another good stunt was at a garden fete at which "King Kong" was present. There he engaged in a tug o' war with eleven men and he pulled them all off their feet.

The skin, which was procured locally, is made to fit a man six feet in height.

In addition to the "gorilla," he cut-outs, one of over 15 feet in height, were set up in the foyer and other parts of the kinema.

During the showing of this production the picture house was opened at one o'clock, while a children's matinee is being held on Saturday.

JONESES SEE "PRIVATE JONES"

Southsea Invitation

F. Hilbury scored another success last week with a campaign for "Private Jones" and "Lucky Dog" (Universal) at the Gaiety, Southsea.

A display of cut-outs and stills was arranged in the vestibule and 12-sheet posters in the car-park a week previous to showing. Letters containing special throwaways were posted to three hundred and thirty-five persons in Portsmouth bearing the name of Jones. Additional interest was aroused by advertising in local newspapers and personal columns featuring the slogan "Is Your Name Jones?"

During the week of showing the front of the kinema was decorated with cut-outs, posters and a 20-ft. banner bearing the following: "Is your name Jones? If so, you are a 'Lucky Dog,' because 'Private Jones' will give you a free seat on production of your driving licence." Mr. Hilbury arranged a number of tie-ups with chemists, shops selling dog biscuits and a motor showroom, where a window was devoted to a display of two 6-sheet cut-outs standing between two cars, stills and a card, announcing: "Whether your name is Jones or not, you can be a 'Lucky Dog' and own one of these cars."

A trolley used by Mr. Hilbury to good effect in recent campaigns again paraded the streets with posters advertising free seats for Jones on production of their driving licence.

PUBLICITY IN BOOK FORM

For "Good Companions"

Five gigantic coloured books walking along Sunderland's principal streets was an effective publicity stunt worked by Lieut. Turner, the resident manager of the Havelock Picture House, Sunderland, in connection with "The Good Companions." Another thing which helped to put the film over was the fact that J. B. Priestley's new book was being discussed by the newspaper critics. No wonder that, despite the fine weather, there were good houses at the Havelock.

Redecorations and renovations are taking place in the foyer of the Palace Theatre, Erdington, Birmingham. A system of concealed colour lighting has been arranged around the side of the foyer.

PRIVATE JONES
IS YOUR NAME JONES?
IF SO YOU ARE A LUCKY DOG BECAUSE PRIVATE JONES
WILL GIVE YOU A FREE SEAT TO SEE THESE TWO COLOSSAL PICTURES
ON PRODUCTION OF YOUR DRIVING LICENCE.
FALL IN!
LUCKY DOG

Publicity sheets were used to good advantage by F. Hilbury, of the Gaiety Theatre, Southsea, when showing PRIVATE JONES (Universal)

This striking display, staged by H. A. Steven in the entrance to the Majestic, Blackburn, interested large crowds—the screening of THE KING'S VACATION (Warner)

"KINE." COMPANY OF SHOWMEN

Silver Shield Award Won by London Manager

S. J. HOBBS

E. C. COLMAN

BRITAIN'S FINEST SHOWMEN

PERCY SWANWICK

PROVINCES WELL REPRESENTED

H. YORKE

E. FORGHAM

SHOWMANSHIP has become such a fine art in Great Britain that it has not been an easy task to adjudicate in the competition for the *Kine.* Showmanship Shield offered last year.

D. WALLS

It will be remembered that the shield was offered to the member of the *Kine.* Company of Showmen whose exploitation of films gained the highest marks for originality of conception, cleverness of execution, and consistency throughout the year ending July 1.

The *Kine.* has now great pleasure in announcing that the award has been made to Percy Swanwick, manager of the Empire, Wood Green, whose showmanship at that theatre and at the Picture House, Chatham, from which he was transferred by Sir Oswald Stoll, entitle him to the shield for the year.

P. G. LUNDY

Harry Yorke hails from St. Anne's-on-Sea, his father having been the proprietor of several Lancashire halls. Before taking charge at the Palace, Erdington, he was at the Adelphi, Birmingham, and was previously manager at the Savoy and Olympia, Brighton.

P. G. Lundy is a well-known figure both in London and in Brighton. He was in charge of the Blue Halls, Hammersmith, for many years, and went down to the Savoy, Brighton, when the death of another keen showman, Kenneth Duffy, made a vacancy at the Brighton ABC house.

E. C. Colman, a cousin of Ronald, was formerly at the Regal, West Norwood, and general manager of the Rialto and Albany there. Appointed to the Forum, Birmingham, in July, 1932, he took over his present position as manager of the Odeon, Kingston, in April last.

Eric Forgham has been manager of the Gaiety, Birmingham, for the past two years, and was one of the first twenty elected to the *Kine.'s* Company of Showmen.

Arrangements were made to present the shield to Mr. Swanwick on Wednesday, at the Empire, Wood Green, Leslie Stoll making the presentation on behalf of the editor of the *Kine.*, who was also present.

A similar competition is open this year, and a shield will be presented to the Company of Showmen member whose exploitation during the period July 1, 1933, and June 30, 1934, attains the highest number of marks.

The massive silver shield measuring 22 in. long, 18 in. wide, presented to the member of the "Kine" Company of Showmen for the best and most consistent exploitation of films during the year

Mr. Swanwick had no run-away victory. Following closely upon his heels came Denis C. Walls, of the Casino, Manchester, whose showmanship brought him to within a very few points of the winner.

S. J. Hobbs was a very good third, his exploitation of films shown at the Plaza, Coventry, deserving high congratulation.

Following these came four showmen almost equal in merit. These were P. G. Lundy, of the Savoy, Brighton; Harry Yorke, of the Palace, Erdington; E. C. Colman, Odeon, Kingston; and Eric Forgham, Gaiety, Birmingham.

Percy Swanwick has an experience of the Industry covering a period of 19 years; he has in recent months, following his success at Chatham and Wood Green, been appointed exploitation manager for the Stoll Circuit.

Denis Walls began his showmanship in Bristol as assistant to W. Scott-Buccleuch, at the King's, and was appointed to his present position at the Casino, Manchester, in November last.

S. J. Hobbs resigned his position as manager of the Plaza, Coventry, last July, and is now managing the Empire, Coventry, which reopened on Saturday last. Mr. Hobbs, who previously managed the Empire for nine years, is an old *Kine.* showmanship prize winner and a member of the Managers' Round Table Club of New York.

ARE YOU A MEMBER OF THE

Managers to be eligible must have proved themselves live showmen by having had at least six mentions in the Showmanship pages of the "Kine." during the past 12 months. It is a condition that members must be subscribers to the "Kine." either personally or through their halls. Certificates will be issued to applicants, while the member who possesses the finest and most consistent record of exploitation throughout the year will be awarded a massive silver shield.

"KINE." COMPANY OF SHOWMEN?

BIG CAMPAIGN FOR "RADIO PARADE"

RADIO DEALERS AND HOTELS IN SHEFFIELD BOOST

NEWSPAPER and other competitions, tie-ups with nearly 40 radio dealers, novel displays at 300 hotels, restaurants and other places where the public congregate, a capital lobby display and radio concerts were a few of many angles of exploitation used by Len Sullivan, manager of the Central P.H., Sheffield, in his boost of "Radio Parade" (Wardour).

Every radio dealer, in the centre of the city, and the majority in the suburbs, co-operated in the effort, and there were many capital window displays, while excerpts from the film were to be heard all over the city.

A competition arranged in conjunction with the *Sheffield Daily Independent* proved very attractive. In this £10 was offered in prizes, the public being invited to place in order of popularity the artistes appearing in the film. There were a large number of entrants and a good deal of newspaper publicity was given to the competition. As a special prize for this competition, a ten guinea 5-valve all-electric radio set was given by C. O. Berkes, Ltd., one of the radio firms with whom an excellent tie-up was arranged. There were also 12 consolation prizes consisting of guest tickets for two, available for a month.

Novel and artistic cards were used at all the leading hotels and restaurants. "Playbills" were also brought into use outside newsagents and other shops. On Saturday "stars" visited the Sheffield football grounds and distributed 20,000 throwaways. A parade of sandwichmen during the week-end provided an excellent attraction in the streets and football grounds.

The exterior of the hall was well decorated and brilliantly lighted. A scenic display in the foyer, with radio music by the radio set offered as one of the competition prizes, was open to the street and always the centre of an interested crowd. There was also a special outdoor display.

"GOOD COMPANIONS"
Attractive Scenic Display

Many angles of exploitation were used by C. E. Windsor, manager of the Regent, Sheffield, in putting over "Good Companions" (Gaumont-Ideal). Screen teasers opened the campaign, and following this was one of the most artistic and effective scenic settings that has been seen at Sheffield. Occupying the centre of the large foyer, this illustrated a scene from the film with life-size figures of most of the artistes. Clever lighting enhanced the beauty of the scene. A composite full page in the local newspapers was another effective method for the lay-out was cleverly conceived. "Good Companions" tie-ups were arranged with a large number of shops, including sports outfitters, tobacconists, etc. There was another scenic display outside the hall. This was surmounted by a 250-sheet hand-written poster, and brilliantly illuminated by flood and other lighting at night.

TIE-UP WITH BREWERY
Popularises 'Man Against Woman'

Alfred Cussins, manager of the Metropole Cinema, Snow Hill, Birmingham, put over a good stunt in connection with "Man Against Woman" (U.A.) by tying-up with the star's name and the Holt Brewery Co.

In the side window, adjacent to the theatre, was arranged a display of Holt's Special beer and spirits, surmounted with a large head photo of Jack Holt. Interspersed in this setting were announcement cards: "Visit the Metropole and enjoy Jack Holt in 'Man Against Woman,' then visit your nearest Holt house and enjoy a Holt Special"; "Jack Holt is great in 'Man Against Woman,' so is a Holt Special after the show."

Supporting this were special double-crowns tying-up the film and the Holt Brewery, which were exhibited in all the Holt houses in the district.

A WEDDING BOOST
Giant Ring on Roof

People passing the Plaza, Stockland Green, Birmingham, last week had their attention drawn to "They Just Had to Get Married" (Universal) in a novel way by Frank Reigo, the manager. High up on the roof of the house was a giant-size wedding ring, and on either side was a massive cut-out of Slim Summerville and Zasu Pitts, under which was the wording "The Bride" and "The Groom." Large glitter letters announced the film title, whilst below were streamers and banners announcing the stars, times of screening, and an invitation to "come to the reception to-night, for they just had to get married."

The height of the display enabled it to be seen for a considerable distance, whilst the glitter of the title letters compelled attention.

CALL OF THE EAST AT READING

CREATING ATMOSPHERE FOR "MADAME BUTTERFLY"

WITH good showmanship, E. McQuaid, of the Central Picture Playhouse, Reading, successfully competed with the weather and kept the attention of the public focused on the Playhouse programmes. Among the recent efforts of this astute showman was an attractive vestibule display to publicise "Madame Butterfly" (Paramount). The feminine section of the town's inhabitants were intrigued with the many Japanese shawls and silks which were draped about the walls, and also by the specimens of native craftsmanship which he displayed on tables. Cloisonne vases and ivory elephants were among the exhibits, and the staff were attired in geisha costumes to give the appropriate Eastern atmosphere.

The varied collection of items shown were borrowed from the many friends which Mr. McQuaid has made during his stay in the town, and it is interesting to note in these days of economy that the total cost of this effective display was seven shillings.

For "Hard to Handle" (Warner) an old car was hired and driven about the town by a man in Victorian costume. The car, a 1900 Darracq, which gained a gold medal award in the London to Brighton Old Crocks' race, attracted plenty of attention by its antiquity and noise, and on it was placed a poster: "If you think this is hard to handle wait till you see Cagney at the Central."

"HELLO, EVERYBODY"
Empire, Manchester, Calling

R. H. Lawrence, who was recently appointed manager of the Empire, Ardwick, Manchester, has lost no time in proving his ability as a showman in his new position.

A week before the showing of "A Billion Dollar Scandal" and "Hello, Everybody" (Paramount) announcements were made boosting this double-feature programme and the musical numbers of the films were played on the non-sync.

During the week of showing, the front of the kinema was decorated with names of both films in large letters and cut-out heads of the stars.

Loudspeakers concealed behind cut-outs of Kate Smith in the vestibule played numbers sung by her in "Hello, Everybody." Window displays and a tie-up with Brunswick records were arranged with the leading gramophone stores.

A decorated cart and lorry toured the district accompanied by men and boys distributing handbills. Mr. Lawrence's campaign was a great success, resulting in excellent business during the week.

FIERY CROSS
Emphasises Film Subject

"The Sign of the Cross" (Paramount) was put over at the Electric Theatre, Bournemouth, by H. W. Harward, the general manager, with a most appropriate lobby display.

Life-size figures of the principal characters were set in a box frame, and superimposed was the sign of the cross. The set was illuminated from the back with a red light, which, by a unique contrivance, had the appearance of a burning flame. It was very effective and caused innumerable comments upon its appropriateness.

A special symphonic prologue, arranged by Derek Ronald, the house organist, preceded the screening of the film, and provided the "atmosphere" to the nature of the picture.

WHAT TO DO ON VACATION
Some Birmingham Suggestions

E. B. Gold, manager of the Forum, Birmingham, and his assistant, J. Walker, are in every way demonstrating their ability as showmen. For the screening of "The King's Vacation" (Warner) they tied-up with a number of shops in the principal streets of the city.

At Messrs. Dean and Dawson's the whole window was given over to a deck scene on a pleasure yacht, with cut-outs of George and Florence Arliss, and the announcement: "See George Arliss in his latest picture, 'The King's Vacation,' showing this week at the Forum Theatre, then, when it is your vacation take a pleasure cruise." Hat shops, dress establishments, men's outfitters and cycle stores were also included in the publicity scheme, in which the individual vacational requirements and the film were the theme of the settings.

For "Forty-Second Street" (Warner) eight music dealers gave window displays consisting of jazz effects and street settings, in front of which were cut-outs of dancing girls and scenes from the film, records of the film song hits, and announcement cards.

Displayed on the outside of the Forum were life-size cut-outs of dancing girls and the stars.

"DINNER AT EIGHT"

Brilliant Display at the Palace

SHOWMANSHIP IN EXCELSIS

FOR the presentation of "Dinner at Eight" at the Palace Theatre, Cambridge Circus, the whole of the front of the theatre has been redesigned in order that the appearance should tone with the name of the picture.

Chromium plate plays an enormous part in the theatre's new appearance. It was actually built on the spot, and has taken some weeks to execute this remarkable piece of showmanship. Together with the chromium plate, huge cut-outs of all the stars appearing in "Dinner at Eight" have been hand-painted by famous artists, including an R.A. Subject represents the stars in evening dress, arriving at the Palace, entering as though going into dinner. Over the Shaftesbury Avenue entrance. cut-out heads adorn the front.

Nothing like this display has ever been attempted in this country before. To complete this scheme, huge candelabras, also of chromium plate, with neon lighting, complete what can claim to be the greatest front-of-house display yet seen in the West End.

Mr. Crull, manager of the Empire, Leicester Square, who had the whole of this presentation in hand, says:—

"The display executed by Cinema Signs at the Palace Theatre is the greatest and most dignified display I have ever seen in this country or in America."

Great credit is due to Sam Eckman for sponsoring this unusual piece of showmanship, and Cinema Signs, Limited, of 147, Wardour Street, who handled this gigantic scheme with their usual confidential manner, deserve congratulation.

A Cinema Signs workman putting the finishing touches to one of the many hand-painted cut-outs on the front of the Palace Theatre, London, for DINNER AT EIGHT (M-G-M)

Showmen from all over the country are recommended to pay a visit to the Palace Theatre, and when putting over "Dinner at Eight" at their own theatres should get in touch with Cinema Signs, when every assistance will be given.

WEMBLEY "AIR-MINDED"

At the Capitol, Wembley, I found Dennis Martin arousing a considerable amount of interest in the John Tranum parachute descent short, which formed part of his programme last week, by means of a vestibule display of the actual apparatus used. Suitably worded explanatory notices made the exhibit of greater interest to patrons, and during the Friday evening performance the record-breaker made a personal appearance on the Capitol stage.

His visit enabled Mr. Martin to get a good publicity splash in the local paper, and during the week several gross of toy balloons giving details of the programme were released from the roof of the theatre.

A remarkably fine vestibule display by F. J. Smidmore for CAVALCADE (Fox) at the Trocadero, Liverpool

"Cavalcade" Pageantry

HOW F. J. SMIDMORE SET OUT TO BREAK RECORDS AT THE TROCADERO, LIVERPOOL

FEATURES of the calibre of "Cavalcade" demand exploitation that is a test of the showman's mettle. As a panorama of recent history it calls for delicate treatment in order not to offend susceptibilities nor to detract from the lofty and dignified tone which is characteristic of the picture.

For the last four or five weeks there has been a publicity campaign in progress at the Trocadero, Liverpool, increasing in intensity and reaching a climax this week. Since the early part of August, a line has been inserted in the Trocadero's regular Press announcement: "Coming soon—'Cavalcade,'" and, more recently, supplementary lines have been used in the kinema advertisement columns, emphasising and re-emphasising this attraction.

Songs of Long Ago

In the kinema itself, Roland H. Cutler (organist, Wurlitzer) has been plugging the music, some of the well-known songs of ten, twenty, thirty, or more years ago, but the real showman's touch was provided last week when Mr. Cutler, in introducing the song theme as recorded on H.M.V. C2330, which he accompanied on the organ, invited patrons to join in the singing of "O God Our Help in Ages Past" followed by "Land of Hope and Glory." Altogether this made a fitting and striking finish to what was, after all, merely an introduction to "Cavalcade," which started its run on Monday, September 4. The frontage of the theatre in "borrowed plumes"—drapings of blue and gold and coloured shields—has quite a gala appearance.

The H.M.V. record, by the way, gives some of the songs of the last thirty years.

Lines in the newspaper Press were intended to appeal to the eye, whilst the music was calculated to win patronage through the ear. Each week the Trocadero puts out a number of posters on the hoardings. During the last four or five weeks these have carried a preliminary intimation by means of a paste-on slip, notifying the coming of "Cavalcade."

A Dignified Display

It is in the vestibule of the theatre, however, where the true heights of showmanship are reached. Between the two entrances to the auditorium there is a large slightly recessed wall space. Here, with two trumpeters "playing" a fanfare, there is a notice in gold lettering against a purple and black ground: "We have the honour to present 'Cavalcade,' by Noel Coward." This stands out in bold relief and one would think the wording is illuminated from the rear. Actually, this central message is floodlit from a lamp trained from the top of one of the pay offices. All the colourings, in which purple, black and yellow predominate, are of subdued tones, so as to strike a dignified rather than raucous note. It also will be noticed from the illustrations that reliance has been placed on a heraldic conception, both in regard to ornamentations and the use of banners, and in the lettering.

The three wall panels are cut-outs from posters affixed to plywood with the ground blacked out. A concealed amber light illuminates each cut-out.

Alongside the main pay-box is another smaller wall panel or fitting with yellow, red and purple border, featuring what appears to be a very old photograph, such as one might have seen thirty or more years ago. Underneath are the actual signatures of some of the leading artistes who played in the film.

Souvenir Brochures Distributed

Over 4,000 brochures, souvenirs of "Cavalcade," have been distributed by hand, and another 200 have been mailed to members of the City Council, the magistrates, public officials, leading clergymen and many of the public men of Liverpool.

The entire cost of the lobby display to be seen at the Trocadero, including plywood, colour paint, and general decorative emblems, was only £3 10s., as all the work of executing the designs, which were drawn up by Mr. Smidmore, was carried out by a member of the staff, Arthur Mottram, an attendant, who combines the work of a scenic artist.

On Saturday afternoon (September 2) and Monday (September 4) six sandwichmen were employed to parade the streets, particularly those in the vicinity of the football grounds. Each of them carried appropriate advertising matter, surmounted by a crest or shield over each board.

"THE MUMMY" THRILL

In Nelson Prologue

T. Ainsworth presented an effective prologue on the stage of the Palace, Nelson, during the screening of "The Mummy" (Universal).

Immediately after the first film a slide was shown on the screen bearing the words: "Now hold your seats, here comes 'The Mummy.'" This was followed by a black-out for two seconds and then a magnesium flash from the floats and the crash of an Eastern gong with the raising of the curtain, Reana, a dancer, was seen lying on a rostrum in front of a giant head of Boris Karloff.

To the music of Rachmaninoff's "Prelude" and "Valse Triste," played on the non-sync., Reana performed a dance of fear and a contortion act. At the end of the dance came the crash of the gong, another magnesium flash and black-out, followed by the screening of the film.

Variety-Kine or Kine-Variety?

BECKENHAM ENTERPRISE

THE impending "push" by the big circuits in regard to the stage side of the programme has evidently influenced some of the "independents," who I notice appear to be going "all out" on the kine-variety. I use the description "kine-variety" somewhat guardedly, for at several houses, particularly in South London, the vaudeville side is evidently rivalling the film programmes.

It is interesting to note that at the Trocadero, eleven variety acts are featured in the programme. The Hyams house has always made a strong point of the stage side, but I think this is their most ambitious effort. Similarly, the Astorias have made a reputation for stage shows. The latest is the formation of the "Paramount Pictorials," which includes several well-known artistes. These are making their debut at the Streatham Astoria this week.

Beckenham's Luxury Liner

To transform the canopy to an upper deck, complete with three funnels, masts, wireless aerial, port and starboard lights is the achievement this week of P. A. Fryer at the Regal, Beckenham, and as a further link with the picture "Luxury Liner" he has also secured the loan of the large new model of the P. and O. liner *Strathaird*.

This showmanship effort has been the talk of the neighbourhood during the week.

The presentation of a £500 cheque to the winner of the *News of the World* competition at the Regal, Beckenham, last week attracted big crowds. Coun. Frank Healey, J.P., chairman of the Beckenham U.D.C., introduced by A. H. Reed, chairman of Beckenham Picture Houses, Ltd., made the presentation to Mr. Stubbersfield, the winner.

A giant background from THE MUMMY (Universal) prologue staged at the Palace, Nelson, by T. Ainsworth

Arsenal Players at Finsbury

By means of a tie-up of great local interest, Howard C. Smith, of the Rink, Finsbury Park, and Jack Francis, of Gaumont British publicity department gave the screening of "The Lucky Number" a good send-off on Monday. The appearance in the film of the Arsenal Football Club, whose ground is in the vicinity of the Rink, led to Mr. Smith extending an invitation to the players to view the film. This was accepted, and on Monday evening they arrived and were introduced to the public. Their appearance was well publicised on the poster sites, and a display of bunting gave the house a gala appearance.

The popularity of the team is well known, and many of their admirers visited the house to witness the football sequences.

BACK OF YOUR PICTURES

The raw film used in the pictures you show may not hold any immediate interest for you. *But screen quality does.* And back of your finest pictures is *Eastman Super Sensitive Panchromatic Negative* . . . the first, and to this day the greatest, of super-sensitive, colour-sensitive motion picture film stock.

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On Grey Back or Ivory Base.

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Oct. 16 Releases

AN INTERESTING OCTETTE

Gracie Fields' Latest

Suggestions for Creating Musical Atmosphere

BY A. W. OWEN

THIS week there is an interesting octette of released films which gives a varied choice of effective musical interludes, capable of effective presentation, apart from their atmospheric value. "This Week of Grace" demands a simple medley of some of the theme songs featured by the star in the film, and as long as they are not "plugged" too much in the American fashion should be effective.

"The Ghoul" is an eerie film in an Egyptian setting, and I have chosen the slow "maestoso" movement from the "Ballet Egyptien" to introduce it, in place of the usual creepy type of mystery music. "Pick-Up," an American sex drama, is a difficulty, but perhaps the Sibelius "Valse Triste" in suitable colour settings may serve our purpose.

For "The Hawleys of High Street," a dance medley of lively tunes sent to me a few days ago for review, is suggested. These can, of course, be altered to suit local requirements at will. The music of "Pagliacci" is such a favourite that once more I suggest the selection for the Interlude to the Circus drama, "The Circus Queen Murder," simply because of its unfailing popularity and the fact that it so correctly creates the atmosphere of that class of story.

The sea drama, "Destination Unknown," really demands Wagner's "Flying Dutchman" Overture, but it is too long and too difficult of performance unless one has a symphonic combination, and the atmosphere of the sea is always present in the best substitute, "Fingal's Cave."

"THIS WEEK OF GRACE" (Radio)

CERT. U. 8,245 ft. Reg. No. Br.9025. Reviewed in *Kine.* August 3, 1933.
PUBLICITY.—One 48-sheet, two 12-sheets, two 6-sheets.
STARS.—Gracie Fields, Douglas Wakefield, John Stuart, Frank Pettingell.
ATMOSPHERE.—Broad, romantic comedy with music, bringing the popular humour of the music-hall to the screen. Gracie Fields sings many numbers.
ORCHESTRA.—A medley of theme songs, sung in the film, chosen from the following:—"Happy Ending," "Heaven Will Protect," "Melody at Dawn," "When Cupid Calls," "Mary Rose" and "My Lucky Day."
ORGAN.—As orchestra, with adaptation from professional song copies and using synchronised records for one or two numbers, including the final excerpt, but playing the remainder as solo organ efforts for contrast.
NON-SYNC.—Theme songs recorded for this film are as follows:—H.M.V. B.4470 contains "Happy Ending" and "Heaven Will Protect"; H.M.V. B.4471 contains "Mary Rose" and "My Lucky Day"; H.M.V. B.4472 contains "Melody at Dawn" and "When Cupid Calls." The purchase of all three records is suggested to be played in sequence, one record complete for each introductory interlude.
LIGHTING EFFECTS.—Blending of the brightest colours in varied and well-contrasted tints.

"THE GHOUL" (W. and F.)

CERT. A.—7,217 ft. Reg. No. Br.9056. Reviewed in *Kine.* July 27, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, two 6-sheets.
STAR.—Boris Karloff.
ATMOSPHERE.—Fantastic thriller, a film devised on lines similar to "The Mummy." It is partly Egyptian in atmosphere, and is eerie in the extreme throughout the film.
ORCHESTRA.—"Ballet Egyptien Suite." Luigini. (Boosey-Hawkes.) (No. 3 only.) Played as an introductory interlude with last bars synchronised with the screening of the film's first main title.
ORGAN.—As orchestra, with adaptation from the piano-conductor copy of the above orchestration, either for solo or synchronised presentation with the record as detailed below for non-sync.
NON-SYNC.—"Ballet Egyptien" Suite. Luigini. No. 3 only presented, as an introductory interlude only as detailed above for orchestra and recorded on Columbia D.B.9566-7, by the Orchestre Symphonique de Paris, or by the Band of H.M. Grenadier Guards on Columbia D.X.423. In the first case No. 3 of the Suite is on record 9567, but the entire Suite should be in every adequate film library.
LIGHTING EFFECTS.—Black-out, deep red, fading to deep orange, amber and violet, passing to deep crimson as film is screened.

"PICK-UP" (Paramount)

CERT. A. 6,710 ft. Reg. No. F.8733. Reviewed in *Kine.* May 11, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Sylvia Sidney, George Raft.
ATMOSPHERE.—Romantic sex drama, which portrays the story of an ex-convict's experiences on her return to city life temptation and eventual happy marriage.
ORCHESTRA.—"Valse Triste." Sibelius Op.44 (Chester.)
ORGAN.—As orchestra, using the piano solo copy for either solo or synchronised presentation, with the record as detailed below for non-sync. The first record given is more suitable for synchronisation with the organ tone.
NON-SYNC.—"Valse Triste." Sibelius. Recorded on H.M.V. C.1578 by the Victor Olof Sextet, or on H.M.V. D.1284 by the Chicago Symphony Orchestra.
LIGHTING EFFECTS.—Blendings of medium and deep green, fading to purple, and finally to amber of deep tint.

"THE KEYHOLE" (Warner)

CERT. A. 6,315 ft. Reg. No. F.8604. Reviewed in *Kine.* April 6, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet
STARS.—Kay Francis, George Brent.
ATMOSPHERE.—Unconventional romantic drama of blackmail and doubt, the latter half of the film in Cuban atmosphere.
ORCHESTRA.—"Poem." Fibich. (Chappell.) Played as an introductory interlude only.
ORGAN.—As orchestra, with adaptation from the piano-conductor copy of the above orchestration, either for solo or synchronised presentation with the record as detailed below for non-sync.
NON-SYNC.—"Poem." Fibich. Recorded on Columbia D.B.3796 by J. H. Squire and his Celeste Octette.
LIGHTING EFFECTS.—Deep blue, violet, amber and deep purple.

"THE GIRL I MADE" (M-G-M)

CERT. A. 6,144 ft. Reg. No. F.8748. Reviewed in *Kine.* May 25, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, two 6-sheets.
STARS.—Robert Montgomery, Sally Eilers, Madge Evans, Eugene Pallette.
ATMOSPHERE.—An artificial comedy-drama in which an American publicist endeavours to make a girl of the streets into a lady and woman of the world.
ORCHESTRA.—Any modern type musical comedy selection such as "Music in the Air" (Chappell), with cuts to suit length of interlude desired.
ORGAN.—As orchestra, with adaptation from piano solo copy only, either for solo presentation or synchronisation with record as detailed below for non-sync.
NON-SYNC.—Any modern type musical comedy in library, or selection from "Music in the Air," recorded on H.M.V. C.2561 by the New Mayfair Orchestra, or "Vocal Gems," from same piece, recorded on H.M.V. C.2568, by the company's Light Opera Company, and orchestral accompaniment.
LIGHTING EFFECTS.—Blendings of light colours to suit comedy selection presented.

"THE HAWLEYS OF HIGH STREET" (Wardour)

CERT. U. 6,137 ft. Reg. No. Br.8837. Reviewed in *Kine.* June 1, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Leslie Fuller, Judy Kelly, Amy Veness.
ATMOSPHERE.—Low comedy, liberally adapted from Walter Ellis' play and full of good old-fashioned slapstick.
ORCHESTRA.—Medley of popular dance numbers such as: "Dear Stranger" foxtrot, "I'm Getting Younger Every Day," six-eight, and "When the Band Begins to Play" (Marcia, six-eight). (Peter Maurice.)
ORGAN.—As orchestra, with adaptation from the professional song copies, which will be sent if professional card enclosed.
NON-SYNC.—Medley of popular dance numbers, such as above.
LIGHTING EFFECTS.—Blending of bright, varied and well-contrasted colours.

"THE CIRCUS QUEEN MURDER" (U.A.)

CERT. A. 5,990 ft. Reg. No. F.8718. Reviewed in *Kine.* July 27, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Adolphe Menjou, Greta Nissen.
ATMOSPHERE.—Murder mystery drama, played against vivid circus backgrounds, which are reproduced in detail from the parade to the actual performance of the travelling show.
ORCHESTRA.—Selection from "Pagliacci." Leoncavallo. (Boosey-Hawkes.) Either Godfrey or Tavan arrangements as desired, cut to suit length of interlude allowed.
ORGAN.—As orchestra, adaptation for "Godfrey" arrangement should be from the piano solo copy, but Tavan arrangement from the piano-conductor copy. I do not advise any attempt at synchronisation, as the recording may not follow either version of the opera.
NON-SYNC.—Selection from "Pagliacci." Leoncavallo. Recorded on Columbia D.B.9441, by Percy Pitt and the New Queen's Hall Symphony Orchestra, or on H.M.V. C.1735, by Marek Weber's Orchestra. (Tavan arr., with cuts.)
LIGHTING EFFECTS.—Blending of the deeper type of dramatic tints in fading rather than contrasting sequence.

"DESTINATION UNKNOWN" (Universal)

CERT. A. 5,309 ft. Reg. No. F.8867. Reviewed in *Kine.* June 15, 1933.
PUBLICITY.—One 48-sheet, one 12-sheet, one 6-sheet.
STARS.—Pat O'Brien, Ralph Bellamy, Betty Compson.
ATMOSPHERE.—Drama of the sea depicted on board the *Prince Rupert*, a disabled schooner, in the Pacific Ocean.
ORCHESTRA.—"Fingal's Cave." Overture. Mendelssohn, played in its entirety as a featured interlude, synchronised with the symphonic record detailed below for non-sync. (Boosey-Hawkes.)
ORGAN.—As orchestra, with adaptation from any piano solo edition, either presented as solo or synchronised with record as detailed below for non-sync., which is most effective if carefully rehearsed.
NON-SYNC.—"Fingal's Cave." Overture. Mendelssohn. Recorded on Columbia D.B.9843-4, by Sir Henry Wood and the New Queen's Hall Symphony Orchestra, or on H.M.V. D.1299, by the St. Louis Symphony Orchestra.
LIGHTING EFFECTS.—Blending of shades of blue and green, gradually fading to violet and deep red for finale allegro movement of overture.

TEN THOUSAND KINEMA SEATS BIG HARRISON CONTRACTS

Seating contracts calling for 10,000 tip-up chairs—sufficient to keep the works fully occupied until well into November—are being executed by C. R. Harrison and Sons, kinema furnishers, of Newton le Willows.

They have seating contracts on hand for the Coliseum, Southport; Lyceum, New Ferry; Imperial Kinema, Belfast; and the New Royal Kinema, Ramsbottom.

At the present time the works are producing 800 to 1,000 tip-up chairs, nearly all upholstered, per week.

Solo Organ Interludes—XII

Around the World of Music

HOWARD JENNINGS' VARIETY SUITE

Organ, Paignton Palladium: Two-manual Six Unit Christie

SIX months ago Howard Jennings left his London suburban work, which had included solo organ work at the Majestic, Wembley; Royalty, Kensington; Empire, East Ham, etc., and went down to that delightful Devonshire resort, Paignton, where he is, I believe, just fifty miles away from his nearest brother organist, at least as far as kinemas are concerned.

I am very desirous of making this interlude series representative of every type of organist and I am quite sure that many provincial organists are "putting over" original ideas and good musical interludes worthy of reproduction.

Howard Jennings sent me three to choose from: "A Cocktail Party," "A Holiday at Paignton" (which could be adapted to any seaside resort) and "Around the World of Music," which will be found detailed below, and I hope to reproduce "A Cocktail Party" at a later date.

I understand that the management at the Palladium have given excellent publicity to their organist and this has been of the greatest help to him in not only fully exploiting the organ, but in building up his own popularity by hard work and efficient solo presentations.

Many organists are filing these pages of the *Kine.* in order to adapt the interludes for their own use. I am glad they are finding them so useful.

A. W. O.

Howard Jennings at the console of the Christie, Paignton Palladium

Slide No.	Caption.	Music.
1	(Title) AROUND THE WORLD OF MUSIC.	"Let the Great Big World Keep Turning."
2	Catering for all tastes is the hardest task of any entertainer. To-day I propose to take you for a trip round the world of music, and I think we shall find there something to please each one of us.	Do.
3	May I suggest that you should show your appreciation of the type of music which most appeals to you by applauding whichever numbers best suit your individual tastes.	Do.
4	Let us make Opera our first stop: "GRAND MARCH" from "AIDA."	"Grand March" from "Aida."
5	From Opera, it is but a short step to Musical Comedy: "YOU ARE MY HEART'S DELIGHT" from "THE LAND OF SMILES."	"You are my Heart's Delight."
6	Even in these enlightened days, there are still a number of people who class all dance music as "Jazz." Here is a recent popular fox-trot. Can anyone honestly say that this melody is not musical?	"Love me To-night" (or any popular melodious Fox-trot).
7	From a Fox-trot we pass naturally to a Waltz.	"You, Just You" (or any popular Waltz).
8	Another great source of music is the church. Here is an outstanding example of religious music, which some of us may find a welcome change from the modern style.	"Ave Maria" (Bach-Gounod).
9	"AVE MARIA."	Do.
10	Now let us journey back a few hundred years and see what folk-songs have to give us. I am sure this is a favourite with all of us: "ANNIE LAURIE."	"Annie Laurie."
11	The last stop on our journey (which I hope you have all enjoyed) is the Concert Platform, where we arrive just in time to hear a well-known classical work.	Imitation of Orchestra tuning up.
12	Overture: "OBERON."	Overture: "Oberon."

The Technicians' Bookshelf

PRODUCING SOUND PICTURES

A Book for the Amateur Kinematographer

BERNARD BROWN'S *Talking Pictures* has become a classic of the sound-film literature. *Amateur Talking Pictures and Recording* is an equally comprehensive treatise of the non-professional aspect.

It is obviously the result of a considerable amount of personal research and testing. Unfortunately, the author is treating of a subject which is still in a state of flux, and in which comparatively little practical work has been done.

He is of the opinion that, while sound-on-film represents the ultimate form of the amateur talkie, the disc will be widely used before the former becomes practicable, just as was the case in the kinema. Consequently, a large part of the book is logically devoted to disc recording and reproduction. It is surprising to learn that so many devices have been produced for home recording; although the phonograph cylinder is not taken too seriously, quite a number of disc-recording equipments are described, employing either a blank disc with a lead-screw device to obtain the spiral, or, alternatively, a pre-grooved disc.

In fact, so simple does the author make this process appear that it is suggested that a simple mechanism could be made up by an amateur for the former principle of recording; it might perhaps have been kinder to have stressed the grade of mechanical workmanship which is likely to be required if satisfactory recording is to be secured.

One very interesting point is mentioned—that a moving-coil speaker makes quite a good microphone, free from the defects of the carbon microphone of howling.

Since the book is addressed to the amateur, the question of cost has been rightly stressed. In this connection, an exceedingly interesting description is given of the Mills equipment, in which the intermittent motion of the film is obtained by remote synchronisation actually from the disc, coupled with an ingenious arrangement whereby varying film speeds, as low as four pictures per second (depending upon the action) may be used.

It is perhaps to be regretted that more space was not devoted to film recording. True, this is not at present within the reach of the average amateur, but it is most probable that a suitably instructive chapter in this book—which is bound to be widely read in non-professional and kine-club circles—would have inspired a few ambitious amateurs possessing the necessary technical and electrical ability to the construction of apparatus, and would have acted as a spur to potential Trade manufacturers of such apparatus.

"*Amateur Talking Pictures and Recording*," *by Bernard Brown, B.Sc. (Eng.). (Pitman), 225 pp. 7½ in. by 4¾ in., 107 illustrations. 7s. 6d. net (7s. 10d. post free).*

MORE W.E. APPROVED BATTERIES

To widen still further the range of batteries suitable for use in conjunction with their sound equipment, Western Electric's engineering department have now officially approved the use of the following types manufactured by Edison Swan Electric Co., Ltd.

For W.E.'s type 1S and 2SX systems, 3MU-6 and SCB-3 and for 3S, 3SX, 3A and 4U systems, 3MU-9 and SBB-3 type batteries. trical Co., Ltd.

Other types of batteries which W.E. have approved are Exide, Hart. D.P., Oldham, Britannia, Nife and Chloride.

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ORGAN·DANCE BAND·AND ORCHESTRA—ALL IN ONE
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Kinemas Planned

ORPINGTON PROGRESS

Maidstone Sub-contractors—Mayfair Plans Developing—Penrith Ready

IN connection with the new kinema at Orpington, Kent, being erected for A. Spencer May, of the Palace, Orpington, the following sub-contracts have been settled:—Concrete steppings, Concrete, Ltd., Grand Bldgs., Trafalgar Square, W.C.2; metal windows, Williams and Williams, Ltd., Sardinia House, Kingsway, W.C.2; artificial stone, Emerson and Norris, Ltd., Great West Road, Brentford; roofing tiles, Universal Asbestos Manufacturing Co., Ltd., 43, Southampton Buildings, W.C.2; heating and ventilating, S. Mulliner, Ltd., 11, Westover Road, S.W.18; fire extinguishers and hydrants, Frank Burkitt, Ltd., 10, Lant Street, S.E.1; vacuum cleaners, Sturtevant Engineering Co., Ltd., 147, Queen Victoria Street, E.C.4; roller shutters, Dennison, Kett and Co., Ltd., 226, Farmers Road, S.E.5.

The general contract was placed recently with Pitchers, Ltd., of 57, Ashburton Grove, London, N.7.

Planned by Leslie H. Kemp and Tasker, the architects, of 38, John Street, Bedford Row, W.C.1, the new kinema will be erected on a site in the High Street, and will have accommodation for about 1,000 persons.

Bernstein Maidstone Super

In connection with the new kinema being erected at Maidstone, Kent, for Bernstein Theatres, Ltd., of 197, Wardour Street, W.1, the names of the sub-contractors with whom orders have been so far placed are:—

Steelwork, McIntyre & Son, 22a, Stanhope Street, Liverpool; asphalt, Ragusa Asphalte Co., 25-7, Oxford Street, W.1; pre-cast suspended floors, Concrete, Ltd., Grand Bldgs., Trafalgar Square, W.C.

The other trades have not yet been settled.

The main contractors are Bovis, Ltd., of 35, High Street, Marylebone, W.1.

The plans for the scheme have been prepared by C. Masey, F.R.I.B.A., 15, Caroline Street, Bedford Square, W.1.

The new kinema will have accommodation for about 2,000 persons, and will have a large tea-room, waiting rooms, etc.

The electrical work will be carried out under the direction of Bernstein Theatres' own engineer, W. M. Pope.

Mayfair Kinema

Final plans are being prepared, but it is not yet definitely known when tenders will be invited for the new kinema to be built in Curzon Street, W.1, for Curzon Cinemas, Ltd.

The plans for the building, which is to seat about 500 persons, are in the hands of Francis Lorne, of Sir John Burnet, Tait and Lorne, of 1, Montague Place, W.C.1.

Whittlesey Alterations

A. W. and H. J. Wilson, A.R.I.B.A., architects, Cumbergate, Peterborough, are preparing plans for alterations to the kinema at Whittlesey for C. S. Hart.

Cambridge Additions

Cambridge Corporation has approved plans submitted by New Theatre (Cambridge), Ltd., for additions to premises in St. Andrew's Street.

Penrith Alterations

The extensive alterations which, as stated, are to be carried out at the Alhambra Picture House, Penrith, will be commenced on Monday, September 18. The general contractors are Chadwick Bros., Ltd., of Blackpool.

New Canopy

Southampton Corporation has passed plans submitted by British Cinematograph Theatres, Ltd., for the erection of a new canopy at the Picture House, Above Bar Street.

PLAZA, STOCKLAND GREEN

Reconstruction Scheme Completed

The extensive reconstruction and redecoration scheme of the Plaza Cinema, Stockland Green, Birmingham, of which Frank Riego is manager, has now been completed. The whole of the interior of the auditorium has been treated acoustically for sound and is decorated in a scheme of atmospheric design employing pastel shades and depicting a pastoral setting with trees, etc., in silhouette.

A three-colour lighting system has been installed in the proscenium, while in the hall the old-type hanging lanterns have been dispensed with and a colour-lighting system in ornamental trough form installed.

On the exterior an ambitious scheme of Neon lighting in red and blue has been fitted.

Technical Editor's Letter Bag

A STUDIO TWIN BROADSIDE

We were interested to read your note in your issue of August 24, of a new type of lamp developed in America, but would advise you that at least in this case the Americans can hardly claim priority over a development which has taken place here some time ago.

We have a "Kandem" twin broadside studio arc which has been satisfactorily used for colour pictures and sound already two to three years ago. It is designed for 25 amp., embodies a suitable compensating device to keep the two arcs steady, and if used in connection with one of the well-known "Kandem" silencing chokes, makes the lamp suitable for use in close vicinity to the microphone.

This lamp has been satisfactorily used for taking photographs by means of different colour systems, and in each instance has given full satisfaction.

Its use, up to now, has been mainly confined to the experimental stages owing to the fact that colour films have not yet generally come in for commercial exploitation.

As soon as this development, however, will come, the lamp is ready and available for any film studio.

The lamp is assembled on tripod telescopic stand, with resistance, the latter having plug connections for 110 and 220 volts.

The whole unit is of light weight, easily portable, and to facilitate transport the resistance and the lamp house are separately removable from the stand, and the stand is collansible.—Yours faithfully,

C. NIEPMANN,
Managing Director,
Kandem Electrical, Ltd.

Guild Activities

Projectionists' Annual Meeting

STANLEY PERRY AGAIN PRESIDENT

Provincial Members Voice Views

THE annual general meeting of the Guild of British Kinema Projectionists and Technicians, Ltd., was held on Sunday last, September 3, at the Forum, Villiers Street, London, W.C.2, by kind permission of C. Wakeling. The chief business of the meeting was the election of officers.

F. H. Woods, general secretary, read the minutes of last year's general meeting, after which Stanley T. Perry, the president, welcomed a number of provincial representatives, and stressed the progress that had been made during the past 12 months.

The London exhibitor, however, was beginning to realise, like his provincial colleagues, the difference between the Guildsman and the non-Guild man; he mentioned as an instance that after a meeting of the Conciliation Board, one of the exhibitors called the Guild representative to one side, asking him to supply him with a projectionist for one of his theatres.

New Courts

No fewer than three new Courts were in course of formation. The Portsmouth Court was to be ratified on September 17, and about the same time Manchester were sponsoring the ratification of the Preston Court. The inaugural meeting of the proposed Middlesbrough Court was being held next Sunday. Increased membership was, however, a necessity, and every member should try to bring along at least one new member.

The National Council, he thought, should do much once it got into its stride. The chief enemy of the Guild was apathy. In the Portsmouth area, Jack Croucher had done the seemingly impossible, securing about 20 members, and with others following.

Provincial Viewpoints

The president then invited H. B. Smith, the newly elected chairman of the Liverpool Court, to say a few words. Mr. Smith stressed the necessity of having really good technical lectures every month, and mentioned that the second annual dinner was arranged to take place in October.

The president, in calling upon L. J. Mannix, of the Leeds Court, congratulated him upon having persuaded the Leeds Watch Committee to permit Guild meetings in local kinemas. Mr. Mannix commented upon the difficulties of combating apathy, agreeing with Mr. Smith as to the usually good attendance at technical lectures. He stated that he was always glad to welcome any members to their meetings. He recommended A. Buckley, Leeds Court's new secretary.

C. Perry (who is one of several leading Guildsmen in the service of Messrs. C. H. Champion) described his travels among Guild branches. He pointed out that in many parts a real difficulty is the scattered nature of kinemas, and the difficulties of projectionists attending meetings, notwithstanding which some cycled 25 and 30 miles on Sunday mornings to their nearest meeting.

T. C. Churchill, of the Sheffield Court, paid tribute to the keenness of their membership. Although the Court was only started last February, the Guild is much appreciated by managers, who are in fact anxious to attend lectures and outings. They have so far 41 members and a further 20 anxious to join. The Sheffield and Leeds Courts, he stated, are visiting the B.T.-H. Works at Rugby shortly.

F. H. Woods, in stressing the necessity for progress, stated definitely that the Guild could not afford to ally itself to the trade unions. The independent position of the Guild was its greatest asset.

The Financial Side

G. D. Backhouse, the Guild's accountant, then read the balance-sheet for the year. He explained that the printed copies had been delayed by a hitch in the receipt of provincial accounts, but stated that they would be in the hands of members very shortly. The accounts were quite favourable, showing a net income from subscriptions of £469 and a balance of income over expenditure of £51.

S. Perry Again Elected

The result of the ballot for officers was then announced as follows: President, S. T. Perry; vice-president, H. B. Smith, Liverpool; general secretary, F. H. Woods; treasurers, G. E. Lansdown, W. S. Sadler; honorary solicitor, J. H. John.

S. T. Perry offered thanks for his re-election, and asked the provincial representatives to convey his thanks to their members.

H. B. Smith, in offering thanks for his election, proposed a vote of thanks to the retiring officers.

The President mentioned that the next meeting of the London Court would comprise a visit to the B. and D. Studios, Elstree, on the first Sunday in October.

F. W. Thearle, the recently-elected London secretary, assured members that he was always at their service, and was to be found at 101, Wardour Street.

Copies of the annual report for the past year were then distributed. The principal feature of the report is the progress notable, particularly in the provincial Courts. The chief development of the year has, of course, been the inauguration of the National Council, on which all Courts are represented, the London Court ceasing to be the headquarters, and assuming equality with other Courts.

The report concludes with particulars of membership of the Guild, the annual subscription of £1 1s. being now payable in three instalments of 5s. and one of 6s.

MANCHESTER'S MEMBERSHIP DRIVE

Next Sunday, September 10, the Manchester Court of Guild are holding a rally and a big drive is taking place on the projection staffs of the area. Members are invited to bring their assistants and projectionist acquaintances to this meeting, and great things are expected, in the way of membership increases. This is an open meeting, and everyone interested in the movement is invited.

Mr. Milgate, of Walturdaws, will demonstrate the salient features of the Ernemann V at the meeting, and by kind permission of Western Electric, Mr. Warrior is to lecture on the W.E. sound system.

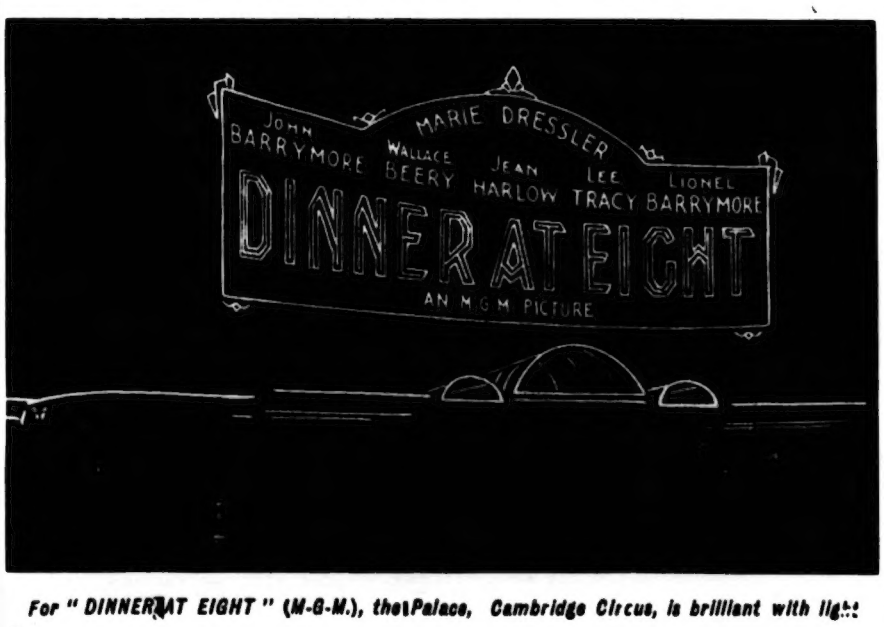
BIRMINGHAM OFFICIALS

At the committee meeting of the Birmingham Court of the Projectionists Guild held at the Malt Shovel Hotel on Friday last the following officers were elected for the current year:—Chairman, Harry Lancaster (chief of the Beaufort Cinema); vice-chairman, Jack Bryant (chief of the Grove Cinema); secretary, A. Burrell (chief of the Dale Cinema, Willenhall); assistant secretary, A. Thompson (chief of the Metropole Theatre, Snow Hill, Birmingham); treasurer, R. Dixon (chief of the Kingsway), and assistant treasurer, Harry Waterhouse (chief of the Birchfields Cinema, Perry Barr, Birmingham).

ANOTHER KALEE INSTA'LATION

Langrish and Co., through their Birmingham branch, have secured the projector contract for the new Odeon Theatre, now in course of erection, at South Harrow. The equipment consists of the latest Kalee Model 11 projectors with the rear-shutter, together with the Taylor, Hobson lenses.

HUGE PALACE SIGN



For "DINNER AT EIGHT" (M-G-M.), the Palace, Cambridge Circus, is brilliant with light

In connection with the world premiere of "Dinner at Eight" at the Palace Theatre, Cambridge Circus, W., Metro-Goldwyn-Mayer have emblazoned the entire frontage of the Palace with a vast Neon display, manufactured by Boro' Electric. This follows up the method pursued by C. B. Cochran, who, when the stage version was screened at the same theatre, commissioned Boro' Electric to erect an almost exactly similar sign.

Huge triple-tubed letters in red and blue flash out the title, and this is followed by the flashing up of the artistes' names. Hundreds and hundreds of feet of Boro' Neon tubing have been used on the Palace Theatre for this amazing film presentation—a spectacular display of unparalleled magnificence which floods Cambridge Circus and the vicinity with a vivid blaze of light.

A description of Cinema Signs treatment of the street level and vestibule appears on page 46.

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TESTING APPARATUS

(*Continued from page 43*)

13.6 mm. positive carbon; actually, there is sufficient difference between these two dimensions for considerable error to arise.

Projection Discrepancy

A point raised by the Committee in its report is the question of standardisation of illumination of viewing screens in studio projection-rooms, as compared with those in theatres. It is suggested that the greater illumination in the studio projection-room is a cause of excessively dense prints.

The change-over mark is also the subject of consideration. As has been frequently pointed out in the *Ideal Kinema and Studio*, if these marks are not clearly visible to the projectionist, the crude punching and marking of film by individual projectionists will undoubtedly continue, if not actually increase, and cause a pronounced loss of entertainment value and waste of film stock.

Change-over Cues

An excellent suggestion made is that the motor and change-over cues shall be of different shapes, *e.g.*, a diamond for a motor-starting mark and a circle for a change-over mark. This is an additional safeguard against faulty change-overs.

In view of the fact that prints having marks that are not sufficiently visible from the projection-room are still being released, the Committee feels justified in referring again to the suggestion made in its preceding report—namely, to surround each black indicating mark with a thin white circle that will be visible against a dark background.

In the discussion following the presentation of this report, several criticisms were directed against the test film. It was pointed out that the use of printed film for testing steadiness allows of negative and printer unsteadiness affecting the test; it is generally recognised that a punched film is a better test. (It may be mentioned that most projector manufacturers use a punched film, Kershaw's, for example, reserving a specially constructed perforator for the preparation of a testing film with a row of perforations in the centre of the film.)

Photo-electric Control

A suggestion was made that eventually some form of entirely automatic change-over device might be produced, worked by a photo-electric cell from a standardised mark on the film. Difficulty would, however, arise in selecting a distinctive mark which would not be duplicated by any markings likely to be caused in the printing or projection.

Another suggestion was that the various tests incorporated in the sound testing film might be printed in 4 ft. lengths of film, joined into endless bands. There would be a number of such loops, one for definition, one for aberration, and another for travel ghost, or whatever the defects happen to be; and one would select the particular loop needed, and run it for whatever time necessary to adjust the projector.

WALTURDAW APPOINTMENT

To Scottish Territory

Following on the recent appointment of George Baker as branch manager of the Walturdaw Cinema Supply Co., Ltd., in Scotland, J. A. Brown, who is well known to Scottish exhibitors, is now working for Walturdaw under Mr. Baker.

Mr. Brown entered the kinema business in 1916. He served ten years in projection-rooms of various kinemas in Glasgow, and was six years chief operator with Willie Mann (Geo. Green circuit). He then left the mechanical side of the business and joined the musical profession. He had varied experience in kinemas, theatres, military band, symphony orchestra and dance bands.

Taking to the road as salesman representative in the motor trade, after four years' travelling he joined the firm of F. A. Langrish and Co., Ltd.

PATENTS AND TRADE MARKS

Any of our readers requiring information and advice respecting Patents, Trade Marks or Designs, should apply to Messrs. Rayner and Co., Patent Agents, of 5, Chancery Lane, London, W.C.2, who will give free advice to readers mentioning *Kine*.

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Forthcoming Trade Shows

"EVIDENCE OF TRADE SHOW."

On Form D of the Films Act, applicants for registration must give the names, dates of issue and folio numbers of the Trade papers in which notification of Trade show has been given.
It is sufficient to quote this page number and date of issue when filling in Form D.

LONDON

DATE		TITLE OF FILMS.	STARS.	SHOWN BY.	PLACE.	TIME.
Wed..	6	Her Lover's Brother	Edwina Booth	Equity British	Rialto	10.30
..	6	Dinner at Eight	———	M-G-M	Prince Edward	8.30
Thur..	7	This is the Life	Gordon Harker	British Lion	Prince Edward	8.45
Tues..	12	Going Gay	———	Sterling	Prince Edward	8.45
..	12	Cross Fire	Tom Keene	Radio	Cambridge	11
..	12	Shakespeare with Tin Ears; Bugs and Books.	———	Radio	Cambridge	11
..	12	Enemies of Society	George Stone	Radio	Cambridge	3
..	12	Puzzled Pals; Moonshiners' Daughter or Abroad in Old Kentucky.	———	Radio	Cambridge	3
..	13	The Flying Circus	Bruce Cabot	Radio	Prince Edward	3
Wed..	13	Double Harness	Ann Harding	Radio	Prince Edward	8.45
..	14	Home Sweet Home	Marie Ney	Radio	Prince Edward	8.45
Thur..	14	No Marriage Ties	Richard Dix	Radio	Prince Edward	3
..	15	Before Dawn	Stuart Erwin	Radio	Cambridge	11
Fri..	15	Evidence in Camera	William Gargan ...	Radio	Cambridge	3
..	18	The Fire Raisers	Leslie Banks	W. & F.	Capitol	3.45
Mon..	18	Just Smith	.....Tom Walls	W. & F.	New Gallery	8.45
..						

BELFAST

Fri..		I Have Lived	Anita Page	Gaumont Ideal	Classic	10.45
Wed..		The Story of Temple Drake ...	Miriam Hopkins ...	Paramount	Picture House	11

BIRMINGHAM

	Sept. 8	Her First Mate	Slim Summerville ...	Universal	West End	10.30
Fri..	8	A Royal Demand	Cyril McLaglen	Paramount	Scala	10.30
..	8	Mary Stevens, M.D.	Kay Francis	Warner	Forum	10.30
..	8	Midnight Club	Clive Brook	Paramount	Futurist	10.30
Tues..	12	Samarang	———	United Artists	Forum	10.30
..	13	Captured	Leslie Howard	Warner	Forum	10.30
Wed..	13	Going Gay	Magda Schneider ...	Sterling	Futurist	10.30
..	13	Soldiers Don't Care	Pat Hanna	Universal	Scala	10.30
..	14	Her Lover's Brother	Edwina Booth	Equity British	Scala	11
Thur..	14	This is the Life	Gordon Harker	British Lion	Forum	11
..	14	Double Harness; The Flying Circus	———	Radio	Futurist	10.15

BRISTOL

Sun..	Sept. 10	Moonlight and Melody	Mary Brian	Universal	King's	6 p.m.

CARDIFF

Fri..	Sept. 8	Into the Blue	Annabella	Zenifilms	Empire	11
..	8	Song of Songs	Marlene Dietrich ...	Paramount	Capitol	11
..	8	Up to the Neck	Ralph Lynn	United Artists	New Imperial	11
..	8	The Private Life of Henry VIII. ...	Charles Laughton ...	United Artists	New Imperial	2.30
Tues..	12	A Royal Demand	Cyril McLaglen	Paramount	Capitol	11
..	12	Captured	Leslie Howard	Warner	Queen's	11
..	12	Another Language	Helen Hayes	M-G-M	Park Hall	11
..	12	Soldiers Don't Care	Pat Hanna	Universal	New Imperial	11
Wed..	13	Voltaire	George Arliss	Warner	Queen's	11
..	13	Evidence in Camera; Enemies of Society.	———	Radio	New Imperial	10.15

GLASGOW

Fri..	Sept. 8	Shorts	———	Paramount	Playhouse	11
..	8	His Private Secretary	Evalyn Knapp	Gaumont Ideal	New Savoy	11
..	8	Voltaire	George Arliss	Warner	Regal	11
Mon..	11	Curtain at Eight	Dorothy Mackaill ...	P.D.C.	Regal	11
Tues..	12	The Avenger	Ralph Forbes	Pathe	Regal	10.45
..	12	The Girl from Maxims	Leslie Henson	United Artists	Playhouse	10.45
Wed..	13	The Song of Songs	Marlene Dietrich ...	Paramount	Playhouse	11
..	13	Samarang	———	United Artists	Regent	10.45
Thur..	14	Up to the Neck	Ralph Lynn	United Artists	La Scala	10.45

LEEDS

Fri..	8	Samarang	———	United Artists	Scala	10.45
..	8	Midnight Club	Clive Brook	Paramount	Paramount	10.45
..	8	Private Detective 62; Mayfair Girl	———	Warner	Rialto	10.30
Tues..	12	Paddy the Next Best Thing ...	Janet Gaynor	Fox	Rialto	11
..	12	The Avenger	———	Pathe	Majestic	11
..	12	The Song of Songs	Marlene Dietrich ...	Paramount	Paramount	10.45
Wed..	13	Curtain at Eight	Dorothy Mackaill ...	P.D.C.	Majestic	11
..	13	Mary Stevens, M.D.	Kay Francis	Warner	Rialto	11
Thur..	14	Moonlight and Melody	Mary Brian	Universal	Rialto	10.45
..	14	Double Harness; The Flying Circus	———	Radio	Tower P.H.	10.15

LIVERPOOL

Mon..	Sept. 8	Curtain at Eight	Dorothy Mackaill ...	P.D.C.	Forum	11
..	8	Paddy the Next Best Thing ...	Janet Gaynor	Fox	Palais de Luxe	11
..	8	The Song of Songs	Marlene Dietrich ...	Paramount	Futurist	10.45
Tues..	12	The Private Life of Henry VIII. ...	Charles Laughton ...	United Artists	Futurist	10.45
..	12	Voltaire	George Arliss	Warner	Forum	10.45
Wed..	13	The Girl from Maxims	Leslie Henson	United Artists	Forum	10.45
..	13	Going Gay	Magda Schneider ...	Sterling	Futurist	11
Thur..	14	The Masquerader	Ronald Colman	United Artists	Futurist	10.45
..	14	Double Harness; The Flying Circus	———	Radio	Scala	10.15

MANCHESTER

Fri..	Sept. 6	Moonlight and Melody	Mary Brian	Universal	Deansgate P.H.	10.45
..	8	The Masquerader	Ronald Colman	United Artists	Hippodrome	3
..	8	Midnight Club	Clive Brook	Paramount	Paramount	10.45
..	8	The Mayor of Hell	James Cagney	Warner	Theatre Royal	10.45
Tues..	12	Her Lover's Brother	Edwina Booth	Equity British	Deansgate P.H.	11
..	12	Shorts	———	Paramount	Paramount	10.45
..	12	The Private Life of Henry VIII. ...	Charles Laughton ...	United Artists	Hippodrome	3
..	12	This is the Life	Gordon Harker	British Lion	Piccadilly	11
Thur..	14	Train 2419	Charles Starrett ...	Pathe	Theatre Royal	10.45
..	14	Soldiers Don't Care	Pat Hanna	Universal	New Oxford	10.45
..	14	Double Harness; The Flying Circus	———	Radio	Theatre Royal	10.15

NEWCASTLE

..	8	Samarang	———	United Artists	Stoll P.H.	10.30
..	..	A Royal Demand	Cyril McLaglen	Paramount	Paramount	10.30
..	..	Her First Mate	Marie Dressler	M-G-M	Olympia	11
Tues..	..	Captured	Leslie Howard	Warner	Grainger P.H.	10.30
..	..	Dinner at Eight	Ralph Forbes	Pathe	Grainger P.H.	10.45
..	12	Paddy the Next Best Thing ...	Annabella	Zenifilms	Olympia	10.30
..	12	Curtain at Eight	Dorothy Mackaill ...	P.D.C.	Westgate P.H.	11
..	12	Midnight Club	Clive Brook	Paramount	Paramount	10.30
Wed..	12	The Masquerader	Ronald Colman	United Artists	Stoll P.H.	10.30
Thur..	13	Paddy the Next Best Thing ...	Janet Gaynor	Fox	Westgate P.H.	10.30
..	14	The Girl from Maxims	Leslie Henson	United Artists	Stoll P.H.	10.30

NOTTINGHAM

Fri..		The Flaming Signal; In Our Time	———	A.P.D.	Scala	11
..	..	Worthy Deceiver	Reginald Denny ...	Gaumont Ideal	Hippodrome	10.30
Tues..	Sept.	Baby Face; Somewhere in Sonora	———	Warner	Elite	10.30
Wed..	13	Her First Mate	Slim Summerville ...	Universal	Scala	10.30
..	13	Private Detective 62; Mayfair Girl	———	Warner	Elite	10.30

SHEFFIELD

Fri..	Sept. 8	Her Lover's Brother	Edwina Booth	Equity British	Union Street	11
..	8	Her Bodyguard	Edmund Lowe	Paramount	Central P.H.	10.45
..	8	Another Language	Helen Hayes	M-G-M	Cinema House	11
Tues..	12	Race Track	Leo Carillo	Gaumont Ideal	Regent	11
Wed..	12	A Royal Demand	Cyril McLaglen	Paramount	Cinema House	10.45
..	13	The Avenger	Ralph Forbes	Pathe	Hippodrome	11
Thur..	13	I Have Lived	Anita Page	Gaumont Ideal	Regent	11
..	14	Curtain at Eight	Dorothy Mackaill ...	P.D.C.	Cinema House	11
..	14	Mary Stevens, M.D.	Kay Francis	Warner	Central P.H.	11

Registered Under the Act

BY the courtesy of the Editor of the *Board of Trade Journal*, we are enabled to present a list which covers the period July 26 to July 31. Films the names of which appear in italics are parts of series (or serials).

Title of Film.	Registered by.	Maker's name.	Length (feet).	No.
JULY 25.		BRITISH.		
The Prince of Arcadia	W. & F.	Nettlefold Fogwell Prod.	7,106	Br. 9017
JULY 25.				
Love's Old Sweet Song	Butcher's ...	Butcher's Argyle Talking Pictures.	7,187	Br. 9020
JULY 25.				
Little Napoleon	Fox	A. George Smith	4,000	Br. 9024
This Week of Grace	Radio	Real Art Prod., Ltd.	8,245	Br. 9025
Orders is Orders	Gaumont Ideal ...	Gaumont-British Pict. Corp., Ltd.	7,857	Br. 9026
JULY 26.		FOREIGN.		
Popular Melodies	Paramount ...	Paramount Inter.	741	F. 9018
Russian Rhapsody	Wardour ...	W. Goldberger ...	788	F. 9019

Title of Film.	Registered by.	Maker's Name.	Length (feet).	No.
JULY 28.				
Loves Labor Won	Radio	Amedee J. Van Beuren.	619	F. 9021
Best of Enemies	Fox	Fox	6,528	F. 9022
Arizona to Broadway	,, ...	,, ...	6,119	F. 9023
JULY 29.				
Gambling Ship	Paramount ...	Paramount Inter.	6,277	F. 9027
Screen Souvenirs S.2—No. 10.	,, ...	,, ...	947	F. 9028
Screen Souvenirs S.2.—No. 11.	,, ...	,, ...	807	F. 9029
Uncle Jake	,, ...	,, ...	1,625	F. 9030
JULY 31.				
Dangerous Cross roads	United Artists ...	Columbia ...	5,758	F. 9031
My Lips Betray	Fox	Fox	7,288	F. 9032

We regret that the list of films registered at the Board of Trade between July 26 and July 31 has been omitted from the "Kine." It now appears above.

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MANAGER, 31, SCOTTISH, LONDON, PROVINCIAL EXPERIENCE, REQUIRES CHANGE WHERE UNSTINTED FAITHFUL SERVICE APPRECIATED; ENGAGEMENTS HELD WITH TWO MAJOR CIRCUITS.—R., BOX 437, KINEMATOGRAPH WEEKLY.

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COMPETENT Manager, 29; life experience all branches; reliable, trustworthy, with ideas, initiative; thorough business and technical knowledge; consider progressive Assistant position.—S., Box 438, Kinematograph Weekly.

MANAGER-OPERATOR-ENGINEER, electrical; wide experience; W.E., RCA, H.I. arcs, etc.; accept moderate salary; anywhere.—Advertiser, 20, Channel View, Rumney.

OPERATOR-ELECTRICIAN, experienced all principal makes of sound systems, projectors, etc.; accept moderate salary.—M., Box 406, Kinematograph Weekly.

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OPERATOR, 20 years' kine-variety experience, recommended by Western Electric; married; abstainer; go anywhere.—"Operator," 76, Mount Pleasant Hill, Clapton, E.5.

OPERATOR-ELECTRICIAN, 17 years' experience; full W.E. experience; any plant or machines; all repairs.—G., Box 426, Kinematograph Weekly.

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ENGINEER - PROJECTIONIST DESIRES CHANGE; STUDIO, LABORATORY, THEATRE; W.E., RCA, A.W.H., ETC.; FIRST-CLASS REFERENCES.—APPLY, T., BOX 439, KINEMATOGRAPH WEEKLY.

EXPERIENCED Operator, disengaged; very highly recommended; trustworthy; country hall only; could combine management.—P., Box 435, Kinematograph Weekly.

SECOND Operator desires change; two years RCA; moderate wage; South London or Surrey.—Q., Box 436, Kinematograph Weekly.

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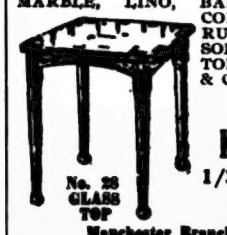

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